April 1994

TearSheet

Case Histories

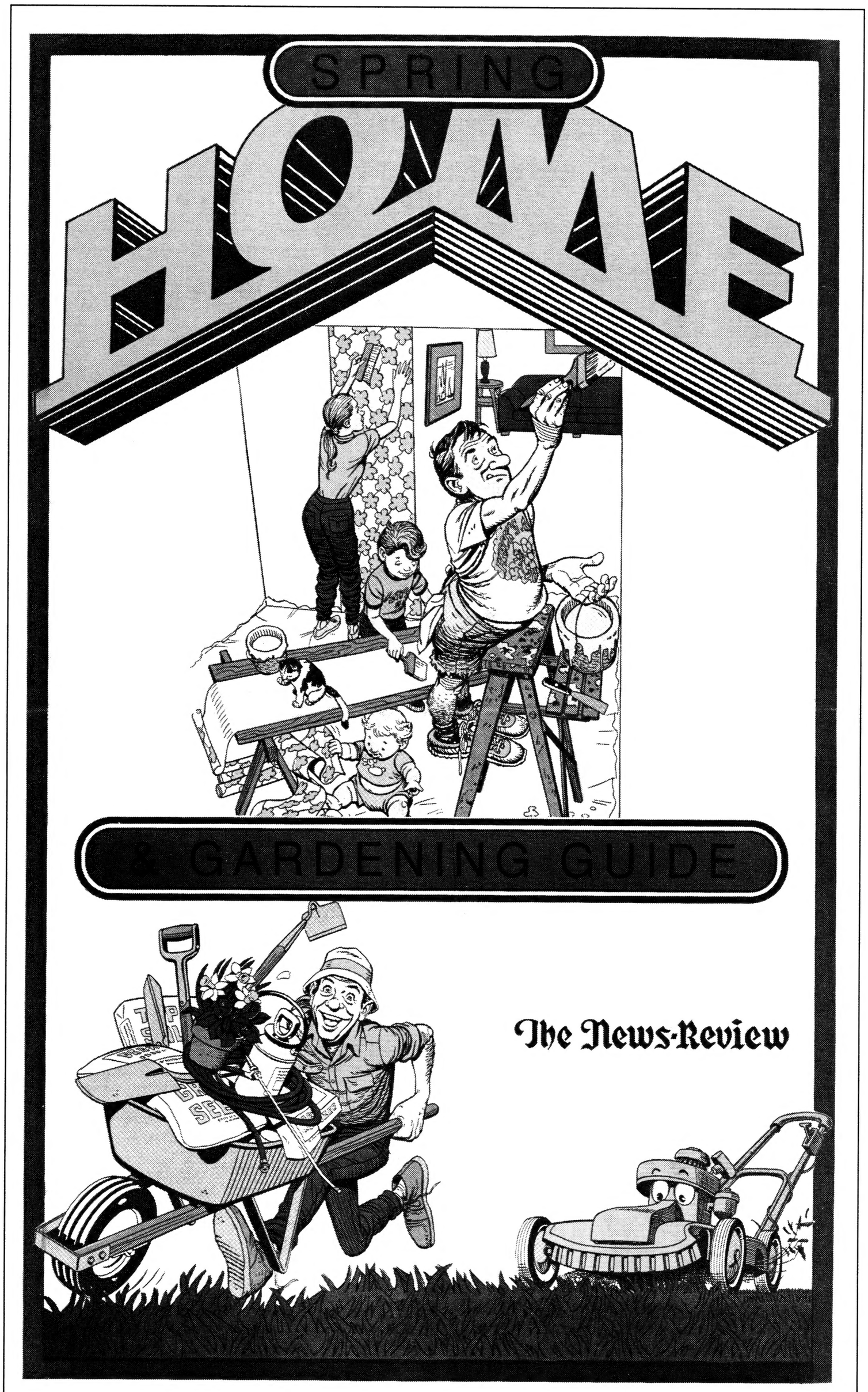
Cherie Kelsay
Customer Representative
THE HEALDSBURG TRIBUNE
706 Healdsburg Ave.
Healdsburg, CA 95448

Fashion figure from Feb. 92 *PMS*, p. 4, looks as if she's running off to the Sidewalk Sale on this 4⅛ x 4⅛ newspaper ad. Art slightly cropped to create room for copy. Printed in black.

Case Histories

Dena Bartram
Graphic Designer
THE NEWS-REVIEW
345 N.E. Winchester
Roseburg, OR 97470

Bartram writes, "Combining the family at the top from March 89 *PMS*, page 6, the man with wheelbarrow at the bottom from May 90 *PMS*, page 12, (and) animated lawnmower from March 90 *PMS*, page 17, created a comical approach for the Spring Home & Garden Guide Cover." Printed in full color on newspaper stock.



Case Histories

Julia Ingamells
Artist
US WEST DIRECT
2750 1st Ave. N.E. St. 420
Cedar Rapids, IA 52402

Elements removed from original art of hot dog cart (from Apr. 92 *PMS,* p. 2) to create a "carriage" on yellow pages ad for a food delivery service. Art was scanned and ad created in PageMaker.

Fresh, Steaming Entrees Delivered to Your Door From Your Favorite Restaurants
HOME • BUSINESS • MOTEL DELIVERY
American • Italian • Chinese • Greek • Mexican Cuisine
• Appetizers • Soups • Salads
• Savory Prime Rib & Steaks • Chicken • Ribs
• Fresh Seafood • Homemade Pastas
• Mexican & Greek Specialties
Serving Lunch & Dinner
7 DAYS A WEEK 10 A.M.- 10 P.M.
Grand Opening May 15, 1993
Pick Up Your Exclusive Menu At Your Favorite Restaurant
VISA
MasterCard
555-5944
Catering Carriage
"We Cater to You When You Want Something More"

Case Histories

Kevin Ray Schamp
GREAT FALLS TRIBUNE
205 River Drive South
Great Falls, MT 59403

Animated eggs from Apr. 93 *PMS*, p. 17, leap from Easter basket, Mar. 89 *PMS*, p. 2, to illustrate the theme "...where Easter Springs to Life" on full-color newspaper ad.

Case Histories

Robin Clemens
Designer/Artist
THE FLINT JOURNAL
200 E. 1st St.
Flint, MI 48502

Clemens tells us, "I design my advertisements with a Macintosh computer, so I use *PMS* art off a CD, which has great reproduction qualities, and for newspapers that's important." Sections of mug and leprechaun mortice (095F0393.EPS/Mar. 93, p. 21) removed to make it shorter, headline (118F0393.EPS/Mar. 93, p. 22) added.

Case Histories

Tracey Woll
Artist
RICHNER PUBLICATIONS, INC.
379 Central Ave.
Cedarhurst, NY 11559

One-horse open sleigh from Dec. 85 *PMS*, p. 12, used to create a romantic ad for dating service. Snow extended, art cropped, and one person removed from sleigh to leave a couple. Headline and text reversed out of snowy sky background.

Meet someone special this holiday season.
Then . . .
let it snow, let it snow, let it snow!
Hundreds of singles meet each and every week through DateLine L.I. personals.
Don't let the holiday season pass without turning to our DateLine pages.
Then, well, let it snow!
To respond to a DateLine ad or to scan personal greetings left by advertisers:
540-4550*
To place your free personal ad by phone (516) 569-4000.
By mail: the first 30 words are FREE (additional words only $2.00 each)
Mail your ad to: DateLine L.I., 379 Central Ave., Lawrence, NY 11559
DateLine L.I.
TALKING PERSONALS
* Calls to 540-4550 are $1.50 per minute and must be made from a touch-tone phone. Charges to this number will appear on your monthly N.Y. Telephone bill. DateLine L.I. personal ads are published each week in PrimeTime and Richner Community Newspapers. For more information on DateLine or to place a FREE personal, call (516) 569-4000.

PMS Cover Story: Stylish fashion figure from page 2 underwent slight modifications for presentation on this month's cover. Pattern removed from shirt and man's torso and shoulders extended, then texture added to create a natty sweater effect. Original spattered background behind head replaced with background created in Adobe Illustrator®. Oval graduated screen placed behind head for a slight glow. Type is Giotto, altered in Illustrator. Printed in black and process blue on Carolina cover stock.

Trade Shows: This month Dynamic Graphics' representatives will be at **Midwest Graphics,** Detroit, MI, Apr. 7-9; **International Sign Expo,** Washington, DC, Apr. 7-10; **Printwear,** Charlotte, NC, Apr. 22-24; **Imprinted Sportswear,** Toronto, ON, Apr. 23-25; **Image World,** Chicago, IL, Apr. 26-28.

fAshion

FASHION FINDS
(for less)

50% off

- vintage clothing
- vintage coats
- hats and gloves
- scarves and shawls
- purses and shoes
- vintage jewelry

Fur coats not included in this sale, which ends April 30, 1994.

Everything old is new again! If you like to set the fashion trends, not follow them, if you want a look that is truly unique, then vintage clothing is the answer. Find the city's largest selection of quality second-hand clothing at the lowest price when you walk through our door.

The Attic
second hand store
1300 College Ave.

1 DAY only SALE

25% off this Saturday
Save on every pair of shoes we have in stock. Every pair of dress, athletic, or casual shoes. Every pair of boots. All at big savings for you!

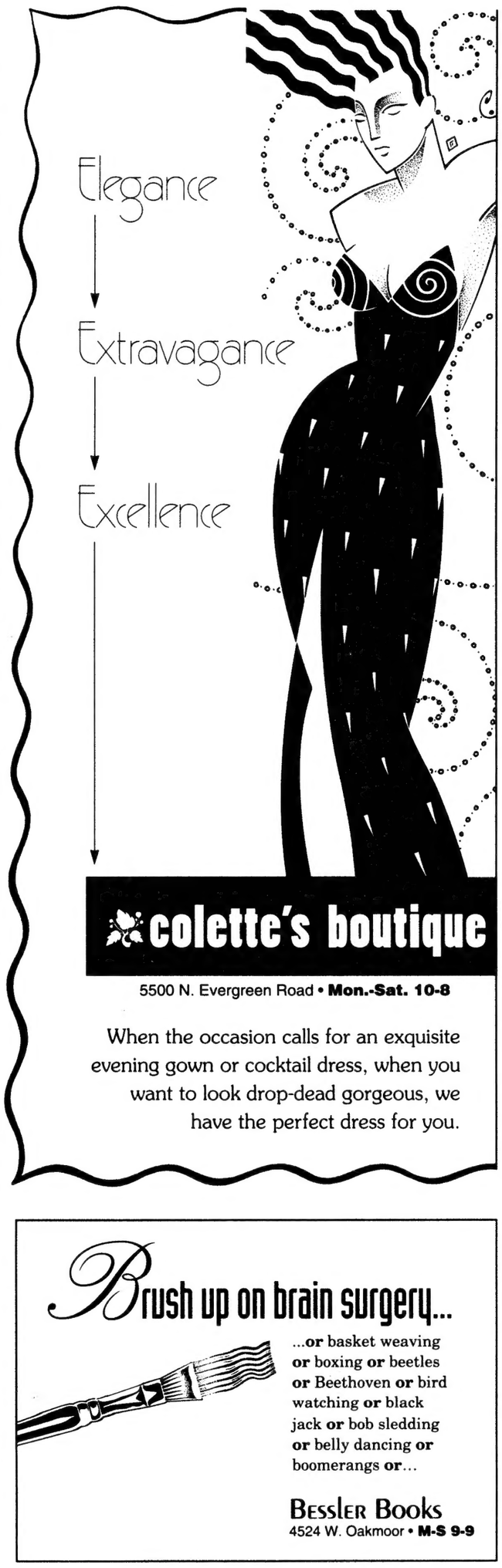
Run In – Before we run out!

Dillon Shoes
500 N. Filbert St. • M-S 10-8

Paint the town

Before you leave for that big night out, come in and get a whole new knock-out look! A new hair style, a manicure, or a complete makeover can make you look and feel your best. So, when you start planning that special evening, call us for an appointment first.

The Swan Salon
4242 Memphis Drive • **555-5008**



5500 N. Evergreen Road • **Mon.-Sat. 10-8**

When the occasion calls for an exquisite evening gown or cocktail dress, when you want to look drop-dead gorgeous, we have the perfect dress for you.

Finishing Touches

Complete your look with the perfect jewelry, hat, scarf, hair accessory, or watch from our large selection of unique pieces.

Angela's Accessories
Markley Plaza • M-S 9-9 • 555-5066

When it's pouring outside, we're pouring inside.

- coffee
- tea
- espresso
- biscotti
- cappuccino
- desserts

The Coffee Haus
Jefferson Square

Dirkson Dry Cleaners
114 Oak • M-S 9-8 • 555-8391

You can!

Stop wishing and start doing! Advanced registration for summer classes starts Monday, April 4th.

LAKEFORD COMMUNITY COLLEGE
555-6770

Brush up on brain surgery...

...**or** basket weaving **or** boxing **or** beetles **or** Beethoven **or** bird watching **or** black jack **or** bob sledding **or** belly dancing **or** boomerangs **or**...

Bessler Books
4524 W. Oakmoor • **M-S 9-9**

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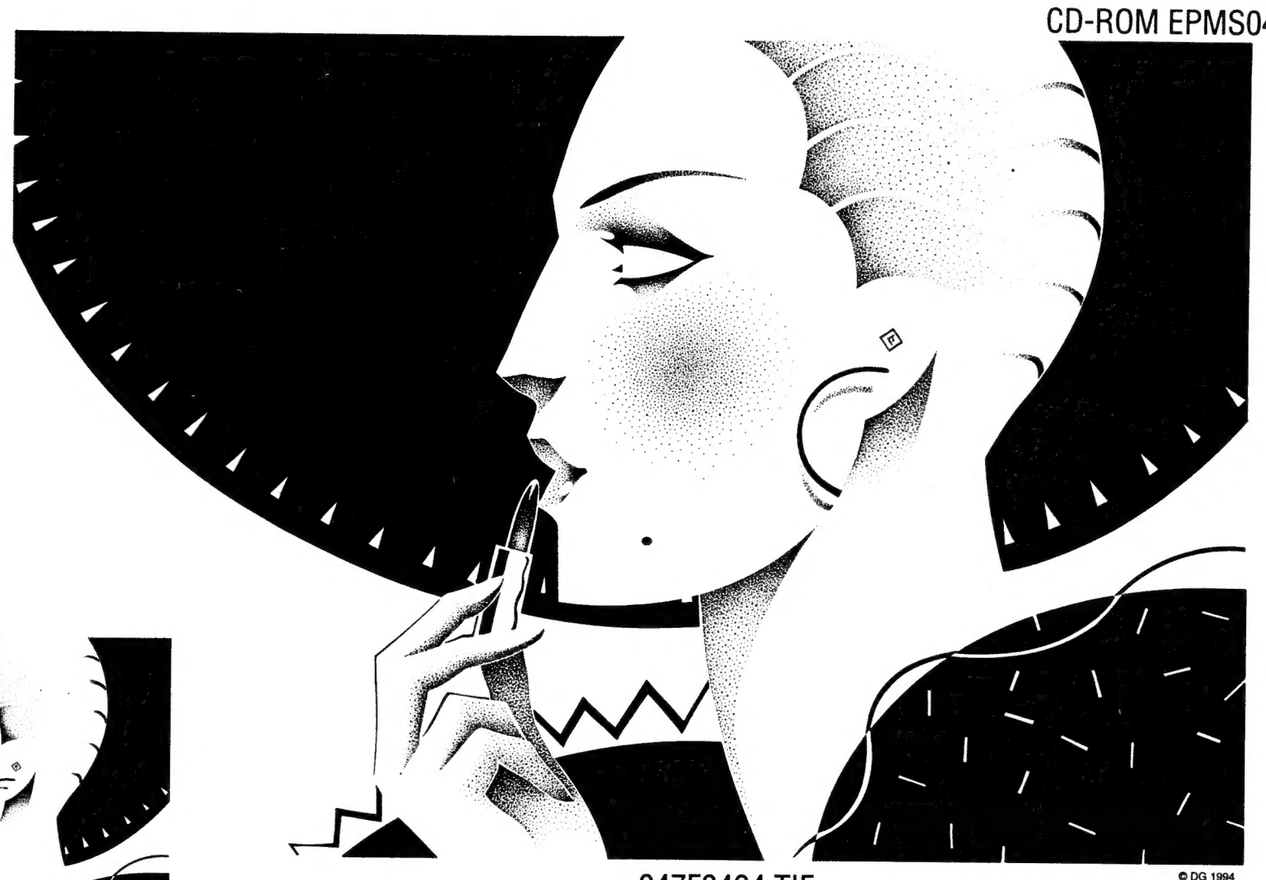

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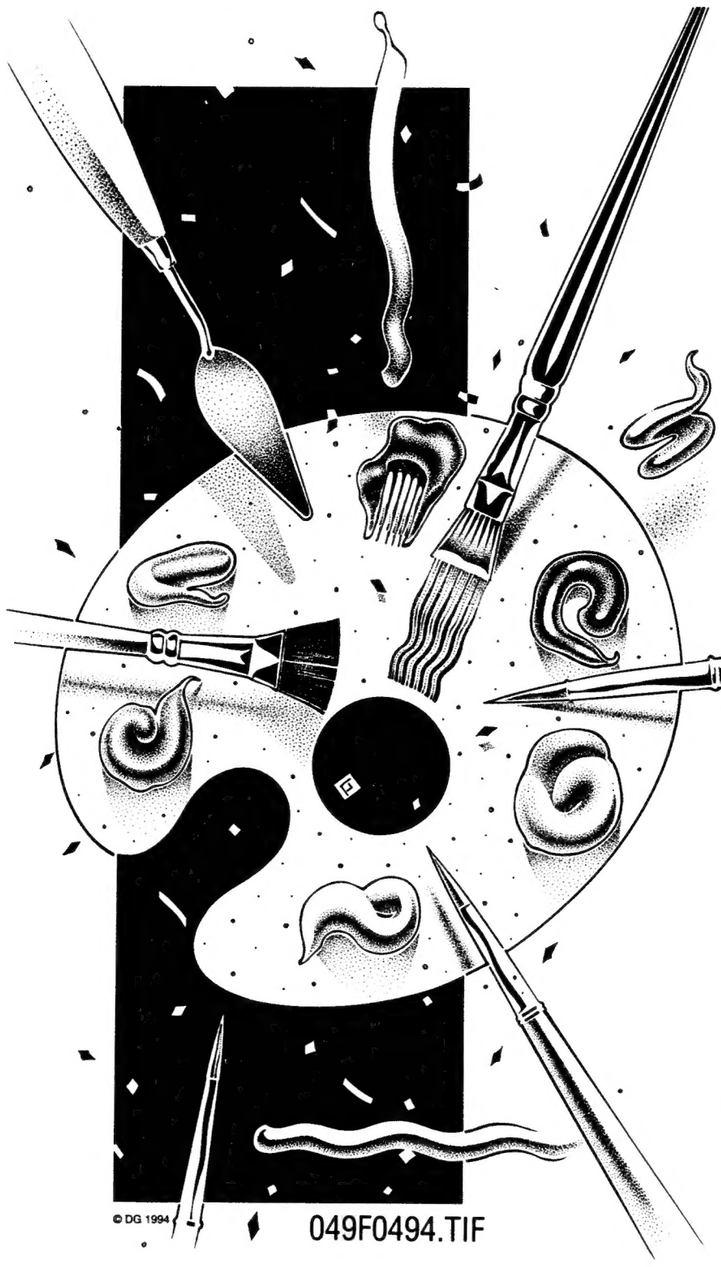

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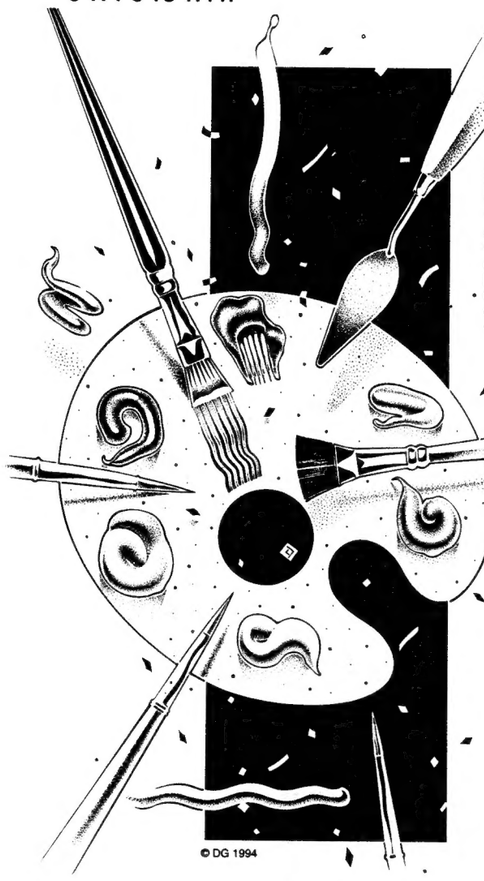

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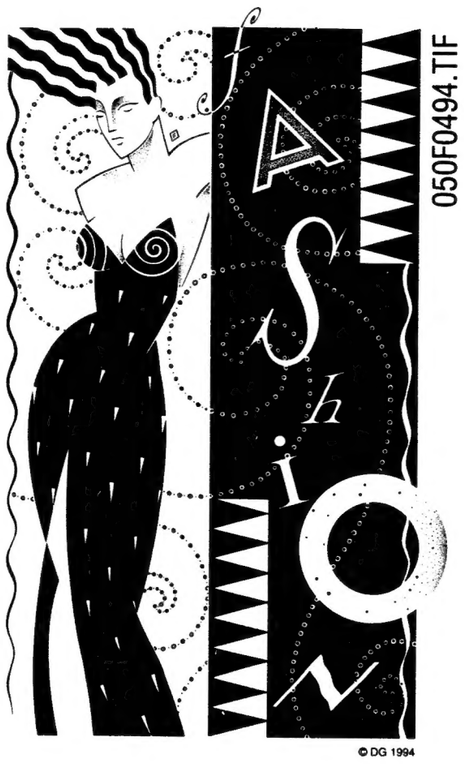

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FIND A HOUSE TO CALL YOUR HOME

The home of your dreams is within your reach with our help. Our real estate experts are ready to guide you through the complete process of buying a home, from deciding what style of home you want, to calculating how much you can afford to spend, to finding the home that meets your needs perfectly. Just give us a call today.

CHATHAM REAL ESTATE
410 EAST WALNUT • 555-8375

IMPORTANT MESSAGE:

Secretaries Day is April 27th!

Remember the person who makes your job so much easier with a beautiful gift from our large selection of imported merchandise. Present this ad when you shop with us, and we will take

20% off

your total bill. (Offer expires 4/30/94)

World Wide Gifts ♦ South Mall ♦ 555-9834

When the weather outside is frightful...
...our $3.99 lunch specials are delightful!
(Includes soup of the day & your choice of sandwich)
Sam's Eatery • 611 Main • M-S 10-9

At Our 24 Hr. Spring Sale!
Friday & Saturday, April 15 &16, 9 a.m.-9 p.m.

OLTMAN ♦ MAY
708 HIGHLAND PARKWAY

DO YOUR PART

Recycle your unwanted stuff by selling it in the Classifieds. Our Super Sales Package guarantees your items will sell in two weeks, or the ad is absolutely free.

Call the Classifieds Department at:
555-3489, ext. 240

THE DAILY TIMES

Bring in your team after the big game, order any medium or large pizza, and you'll get a large pitcher of your favorite soft drink – free!

Jerry's Pizza • 407 Main • M-S 11 a.m.-10 p.m.

It's your season to

BLOOM

Get your free, personalized makeover with any purchase of $25 or more from the Cosmetics Department during the month of April.

*Bergen's
Northpoint Plaza

Shelter Your

investments

If you're looking for a better way to invest your money, look into a tax-free money market account. It lets your money accrue interest without adding to the amount of taxes you pay each year. Call us for more information.

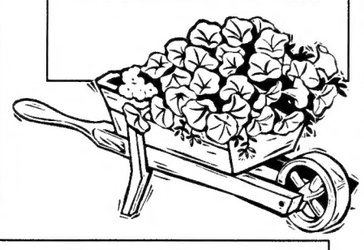
THE FIRST BANK • 1201 N. POST • 555-4378

Lighten your load!

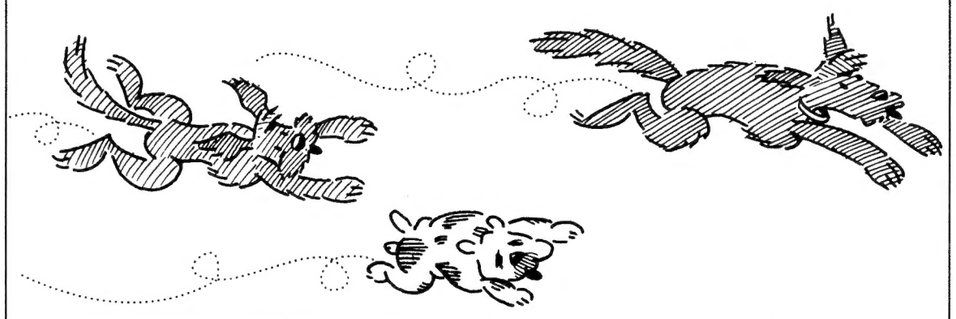
Make your life a little easier with professional lawn and garden care from the lawncare professionals.

We do weeding, lawn mowing, tree and shrubbery trimming, planting, and much more.

Ace Lawn Care
611 Sheridan • 555-8346



Still leading the pack



Our newspaper's circulation is larger than all other twin city newspapers combined. Our readership of over 35,000 people encompasses the demographic groups that both local and national advertisers want to reach most. So call 555-2854, ext. 356 to advertise with us.

The Daily Journal News

Substituting *Print Media Service* art for letters in headlines gives them more visual interest. The middle "t" in "Investments" replaced by curved umbrella handle on bank ad, above left. Recycling symbol replaces "o" in "Your" on ad for newspaper's classified section, above center.

Rise & Shine Sale

Receive an extra 20% off all clearance merchandise from 7 a.m. to 9 a.m. on Friday, April 15th only!

bloomington's * oakville plaza

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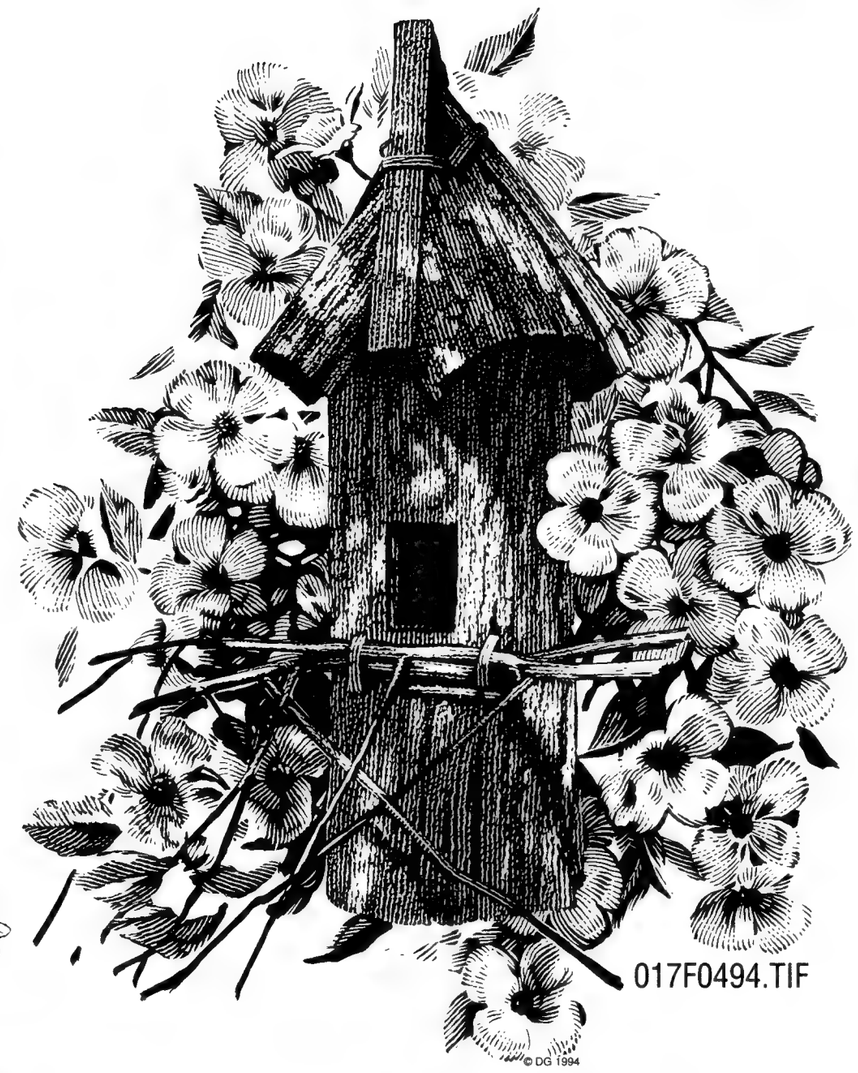
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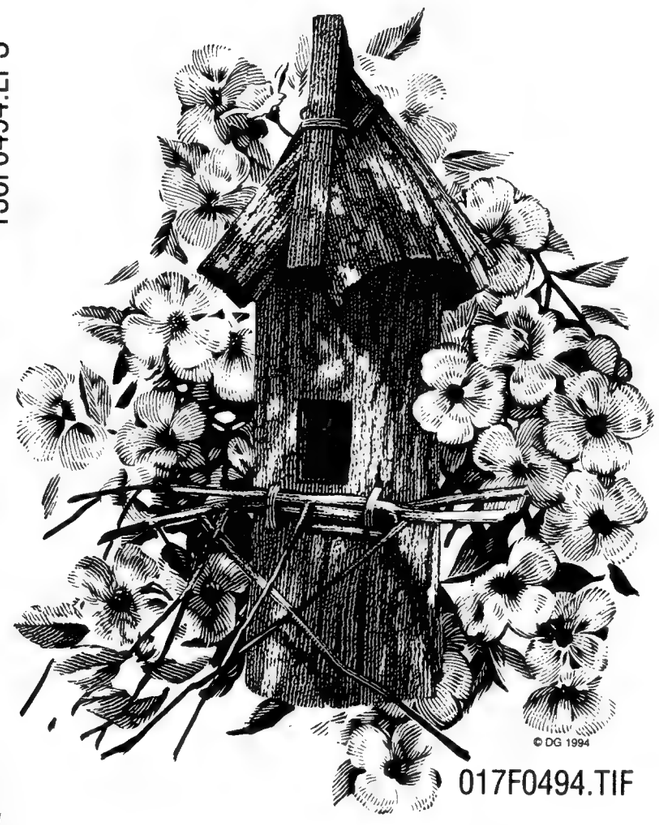
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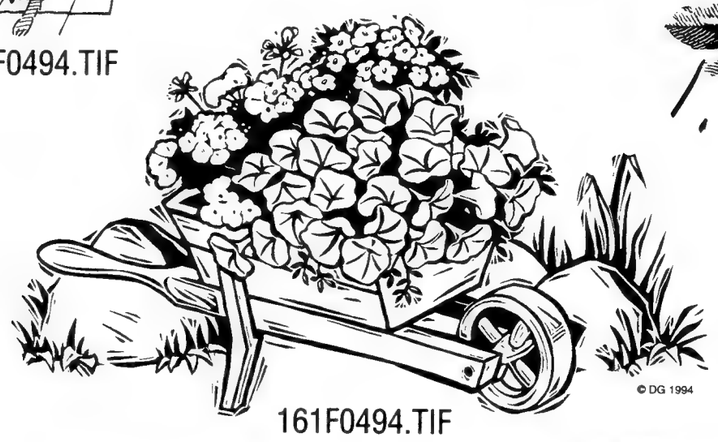
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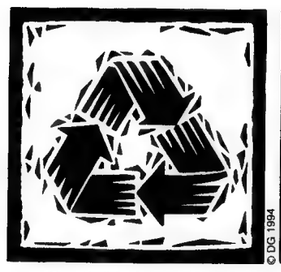
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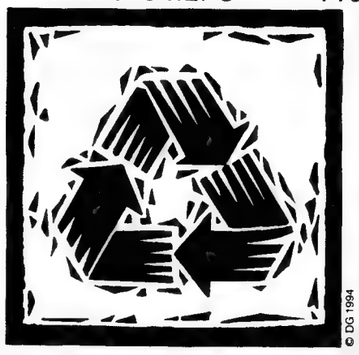
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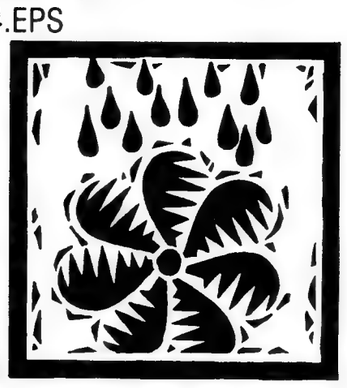
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MONEY MATTERS

In today's uncertain world, it's nice to know that there's still a bank you can trust. Our staff of knowledgeable tellers and loan officers are always ready to help you with all your banking needs.

No matter what your banking needs are, a checking or savings account, or a personal or business loan, we have the services you need with the personal attention you want.

Bradleigh Bank
1009 N. Western • 555-8455

Relax

The last thing you want to do with your free time is spend it cleaning your home. Why not take it easy? Our professional staff will clean your home for one low monthly price.

call us today at
555-8445
MAid FOR YOU

Heard the News?

WE'RE HAVING A
Grand Opening!

Find the largest selection of electronics, appliances, jewelry, housewares, and much more. Be sure to sign up for our grand prize drawing of a $500 shopping spree!

Koerner's Merchandise
9007 N.E. Adams • M-S 10-9 • 555-3952

Get a good grip on your finances.

Getting your finances in order is no easy task. That's where we can help. Our consultants will analyze your financial situation, help you create a budget, and then design an investment plan to fit your needs.

Potter
FINANCIAL CONSULTANTS
(311) 555-9090

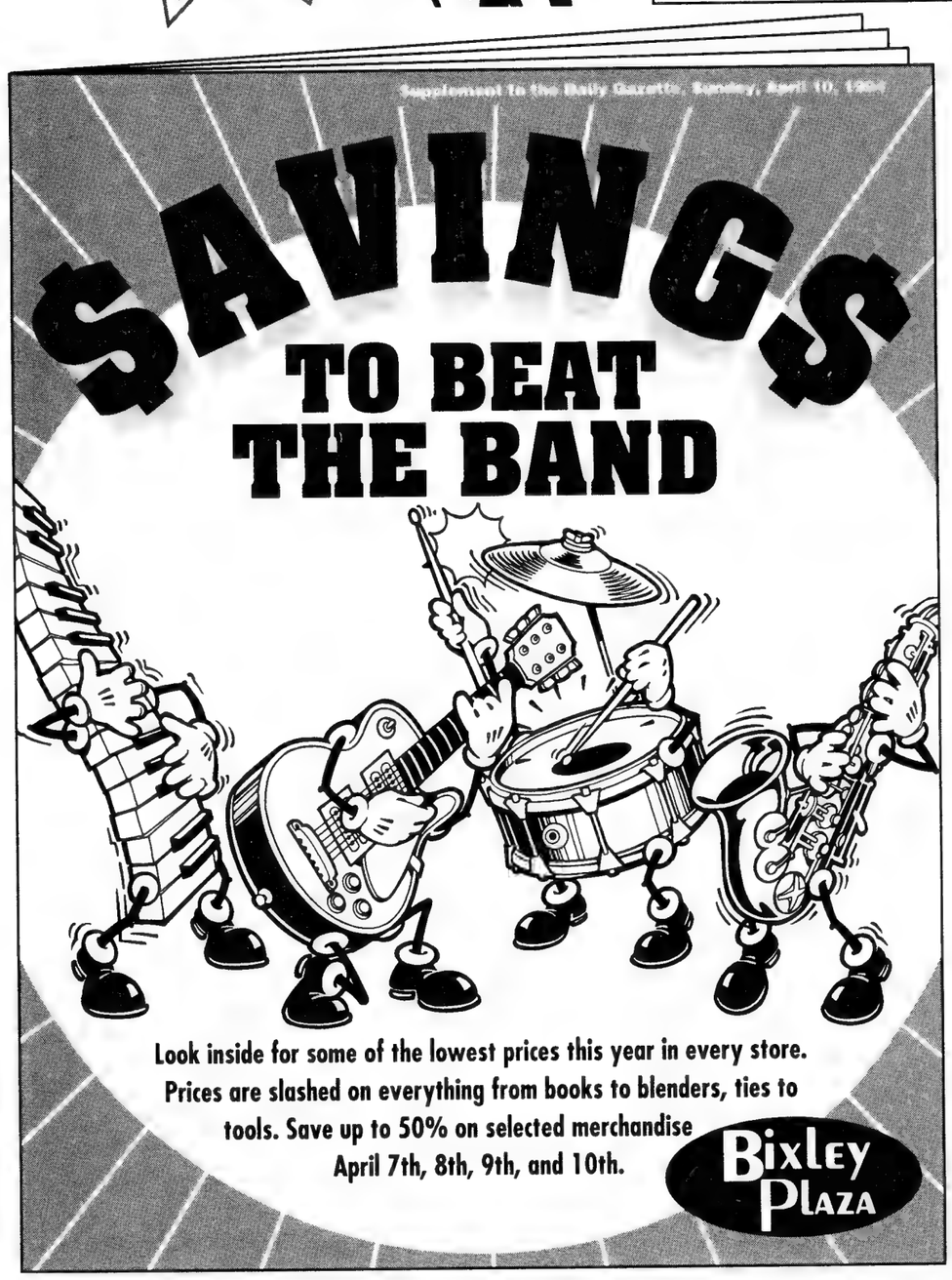
We're Proud Of Our Service!
When you purchase a quality appliance from us, you get a free one year service contract.
Ken's Appliance Center
180 N. LaSalle St.
Phone 555-3782

No matter where your package is going, we can help you get it there fast! We work 7 days a week, 24 hours a day for your convenience. One day emergency rush service available.

PIERCE DELIVERY
9900 W. University Ave. • 555-SEND

"Stop, you're in the right place!"
"I don't mean to brag, but we've got it all."
"You'll find great savings, service, and selection."
"Step right this way to find a great deal!"
"Hurry in today!"
WE'VE GOT WHAT YOU'RE LOOKING FOR!

SMITH AUTOMOTIVE
12309 NORTH KENNEBUNKPORT PARKWAY
HRS: MON.-SAT. 9 A.M.-9 P.M. • 555-8502



Look inside for some of the lowest prices this year in every store. Prices are slashed on everything from books to blenders, ties to tools. Save up to 50% on selected merchandise April 7th, 8th, 9th, and 10th.

Bixley Plaza

Dinah's Restaurant
219 N. Dell
Open daily 10 to 9

1/2 Price SALE
It's MUSIC to your ears!
Save big on everything you need to make any party a celebration!
• Paper Plates & Cups
• Table Decorations
• Centerpieces
• Party Favors
• Balloons
• Bunting

The Paper House
227 W. Rushe
M-S 9-8

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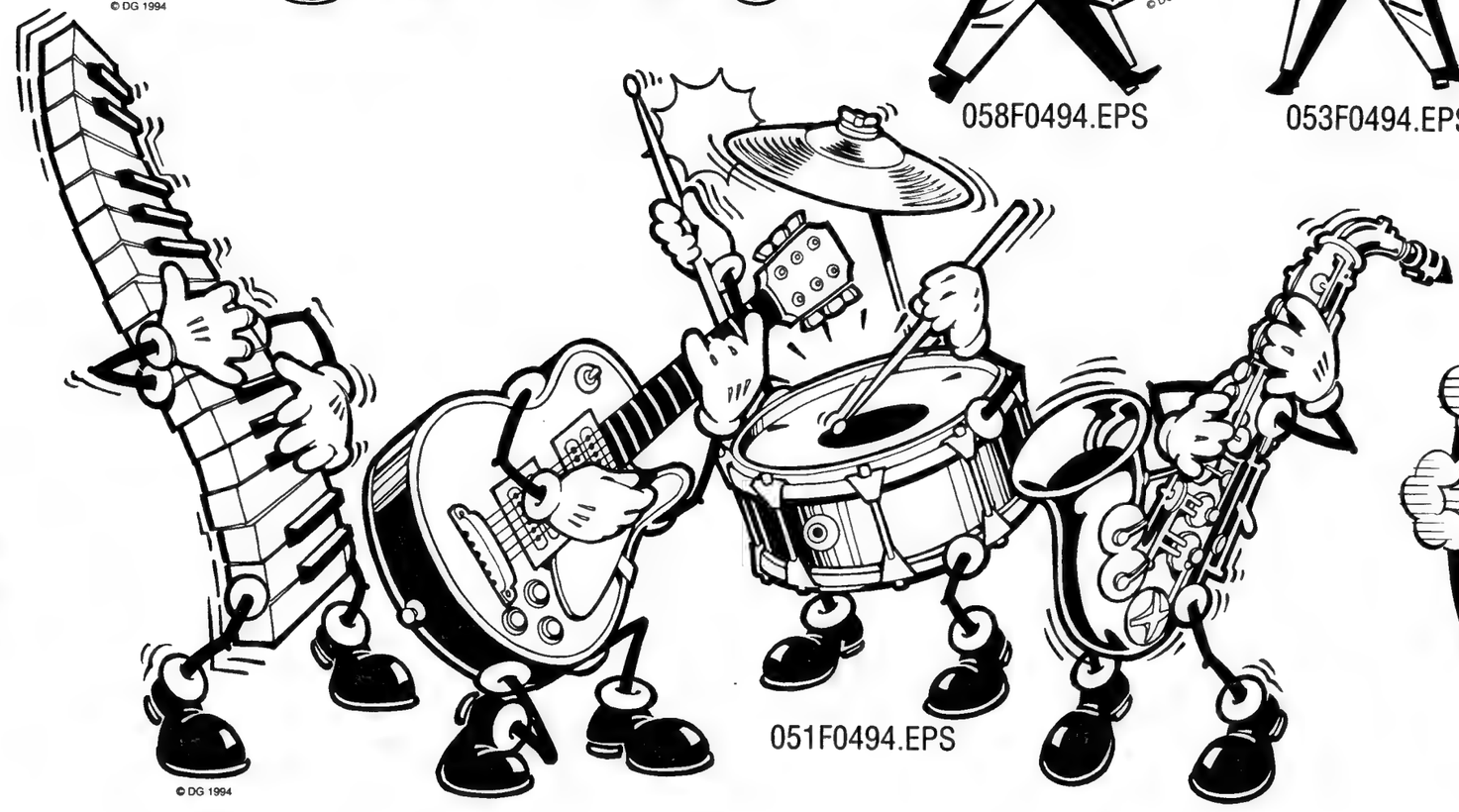

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Grid Jan. 89 Clipper

Something

TO MAKE YOU SMILE

Now through Sunday, save an extra **20%** on all in-stock men's, women's, boys', and girls' spring casual clothing including jeans, pants, walking shorts, sweatshirts, polos, henleys, and more.

1002 N. Pimlico **CUNNINGHAM & COMPANY** Mon.-Sat. 9-9

MAKE YOUR

POINT

Tell us what's on your mind.
Submit written opinions to:
Daily Journal
Editorial Department
P.O. Box 2849
Jersey, MA 38934-2849

Daily Journal
555-5600

DON'T WORRY

If You're Going To Be Late, You Can Call.

End all of the waiting and wondering with a cellular phone. If you have an emergency or a change of plans, you know you can always keep in touch.

Star Cellular
555-STAR

"What?"

Don't let a scam artist catch you by surprise. Before you invest in anything you're not certain of, check it out with us first.

Consumer Clearinghouse
555-7554

Headline Oct. 85 Clipper

Looking Good!

Fleece Tops.....$14.99
Cotton, seven colors, sizes S-XL

Knit Henleys.....$10.99
Cotton, six colors, sizes S-XL

Jog Sets $55.99
100% silk, six colors, sizes S-XL

Jean Jackets $39.99
Unlined, three styles, sizes S-XL

Sleep Shirts $12.99
Cotton knit, six colors, sizes S-XL

Plaid Shorts.....$15.99
Walking style, cotton, sizes S-XL

Team Tees $12.99
Popular sports teams, sizes S-XL

Sale Ends Sunday!

J. Marshalls
Willowcreek Plaza

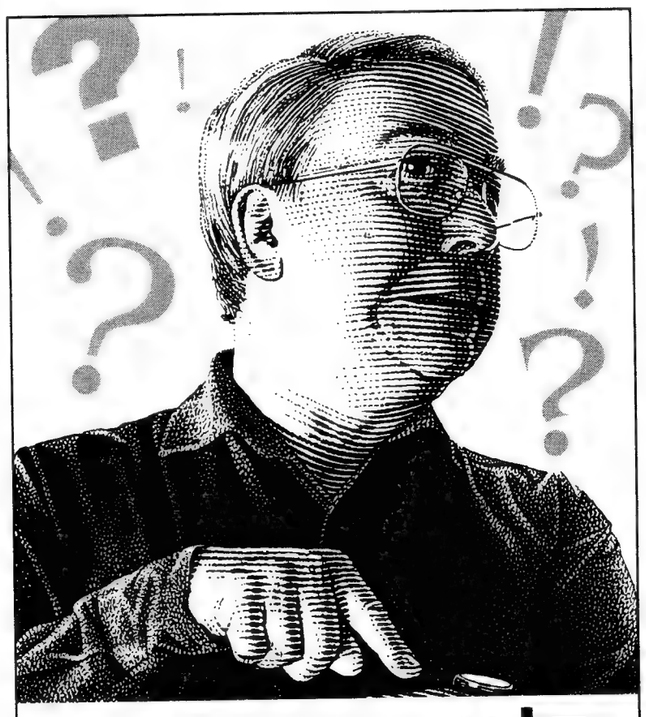
$aving

FOR THE FUTURE

Picture all your dreams coming true. Start saving today.

The perfect home. A new car. A dream vacation. A college education for your child. No matter what your dreams for the future are, make them a reality. Open your own passbook savings account with us today.

Burnham Bank
One Englewood Drive • 555-4859



YOU WON'T

Now Thru Saturday, Save An Extra 20% On All Men's

Dress Shirts *believe* **And Pants.**

Plus Save An Extra 10% On All Merchandise Storewide.

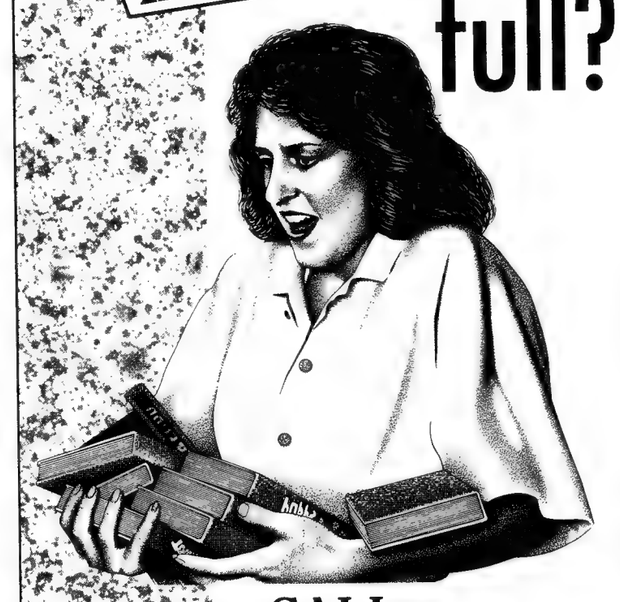
THIS DEAL!

200 N. Wilshire Ave. **Marvin's** Open 9 a.m.-6 p.m.

Art tightly cropped to focus attention on hand pointing to watch on cellular phone ad, left center. Same art cropped so hand leads reader directly into body copy on men's store ad, above.

Granite texture Mar. 91 Clipper

Got your HANDS full?



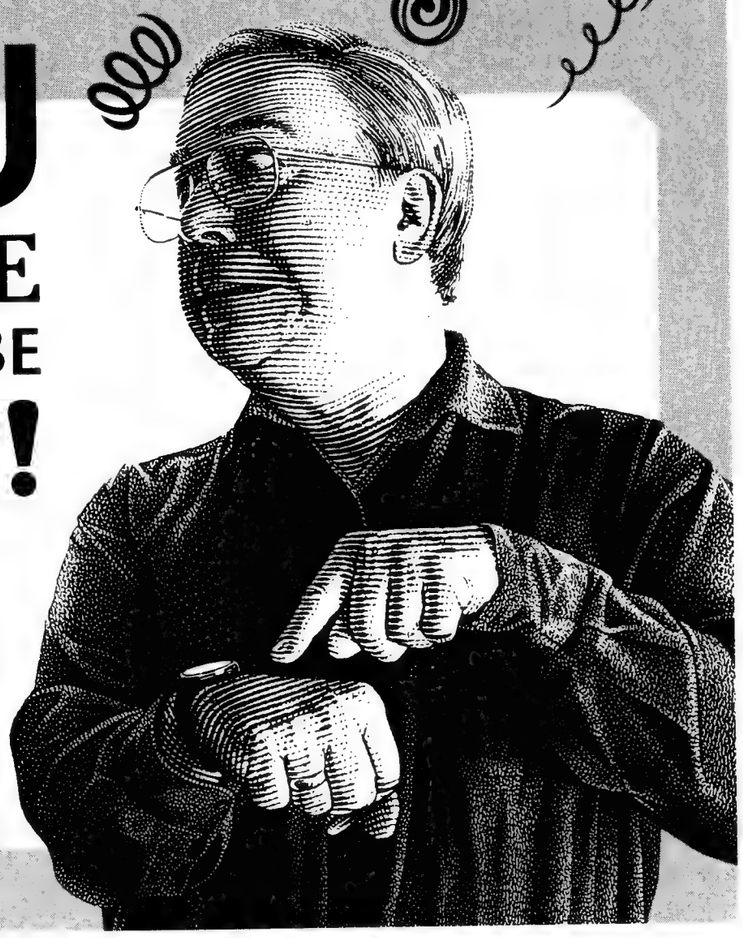
CALL

Howard Temporary

555-3400

Graphic embellishments July 93 Clipper

YOU TOLD ME IT WOULD BE READY!



If you're tired of being kept waiting when it comes to car repairs, then go to the professionals. Our team of automotive repair experts do the job right the first time, and they do it right on time.

Ted's Auto Repair
1621 Dundee Road • 555-8250

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Get the SKILLS you need to get ahead

Affordable tuition rates and convenient class schedules make it easy.

Whether you want to increase your chances for advancement, or want to train for a different field, we can help. We have a wide selection of vocational and technical classes to start you on the road to success.

- **Financial aid available**
- **State-of-the-art facility**
- **Low-cost, on-campus day care available**
- **On campus parking**

Call today for information.

555-8678

Mitchell COMMUNITY COLLEGE

It's got your name on it!

Get your dream wheels with a new car loan.

Now is the right time to buy the car you've always wanted, because now you can finance your loan at the incredibly low interest rate of..... **6.9%**

Applying for your loan is easier than ever with Phone Loan. Just call 1-800-555-LOAN Monday through Friday between 8 a.m. and 6 p.m., or Saturday between 8 a.m. and 2 p.m.

Barringhamton Credit Union
9008 N. Harrison • Mon.-Fri. 8-6, Sat. 8-2

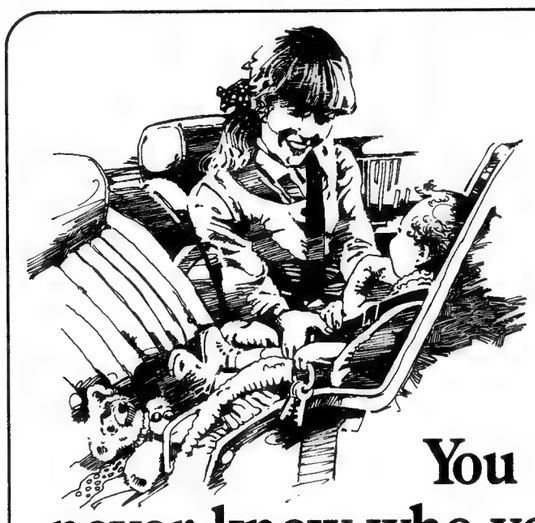
TEMPORARILY OUT OF ORDER?

If your car is in for repairs, take it easy. Take the bus.

Call for bus schedules 24 hours a day

Call 555-2450 for bus routes, times, and special rates.

During the month of April, get 10 bus rides for the price of seven with an EZ-Rider bus pass.



You never know who you may run into.

DON'T DRINK AND DRIVE

Austin Park Hospital
672 W. Hermitage Ave. • 555-6492

Your CAR CARE Headquarters

WE DO IT RIGHT THE FIRST TIME!

TUNE-UP
We check fluid levels, change the oil and filters, change spark plugs, and check belts and hoses.
Coupon good thru 4/30/94 **$32.95**

OIL CHANGE
We drain your oil, dispose of it properly, and use high-quality Shaker State motor oil and oil filter.
Coupon good thru 4/30/94 **$16.75**

TIRE ROTATION
Increase the life of your tires, decrease uneven wear by having them rotated and properly inflated.
Coupon good thru 4/30/94 **$11.95**

Prices include labor costs. Extra parts not included in these special prices.

A-1 Auto
450 N. Henderson St.
555-5502

BEFORE YOU HIT THE ROAD...

...STOP IN AND SEE US FOR ALL YOUR TRIP AND TRAVEL NEEDS

- ***Gas, oil, and wiper blades***
- ***Emergency flares and jumper cables***
- ***Flashlights, matches, and lighters***
- ***City and state maps and atlases***
- ***Delicious hot or cold food and drinks***
- ***Candy, snack foods, and cigarettes***

We've got everything you need to make your next road trip more comfortable and safe.

SuperQuik Mart
2340 N. University Ave. • 555-3952

WHEN DEPENDABILITY COUNTS

Your family's safety is important to you. So why trust the car they travel in to anyone but the auto repair professionals? Our team of mechanics has over 70 years of combined repair experience, and they're ready to put their expertise to work for you.

- ✔ Brake Service
- ✔ Automatic Transmissions
- ✔ Air Conditioning
- ✔ Electrical
- ✔ Engine Overhaul
- ✔ Carburetors
- ✔ Tune-Ups

Henson's Auto Service Center
9008 W. Fisher Road • 555-7439 • Hrs: 9 A.M.- 9 P.M.

STOP THIEF

Follow these basic rules to help protect your car from theft:

- Always lock car doors, steering wheel, and trunk
- Never leave keys in ignition or glove compartment
- Always lock packages and valuables in trunk
- Never leave your purse or wallet in your car
- Always park in well-lit, highly visible parking areas

These and more valuable safety tips are contained in our free booklet "Make Your Car Safe," available when you call us at 555-2852.

Packard Insurance Group

Spring Cleaning

We know how much you love your car. We know you want to give it the best care possible. That's why we clean and polish your car just like it was our car.

Quality Detailing • 5156 W. Avalon St. • 555-2947

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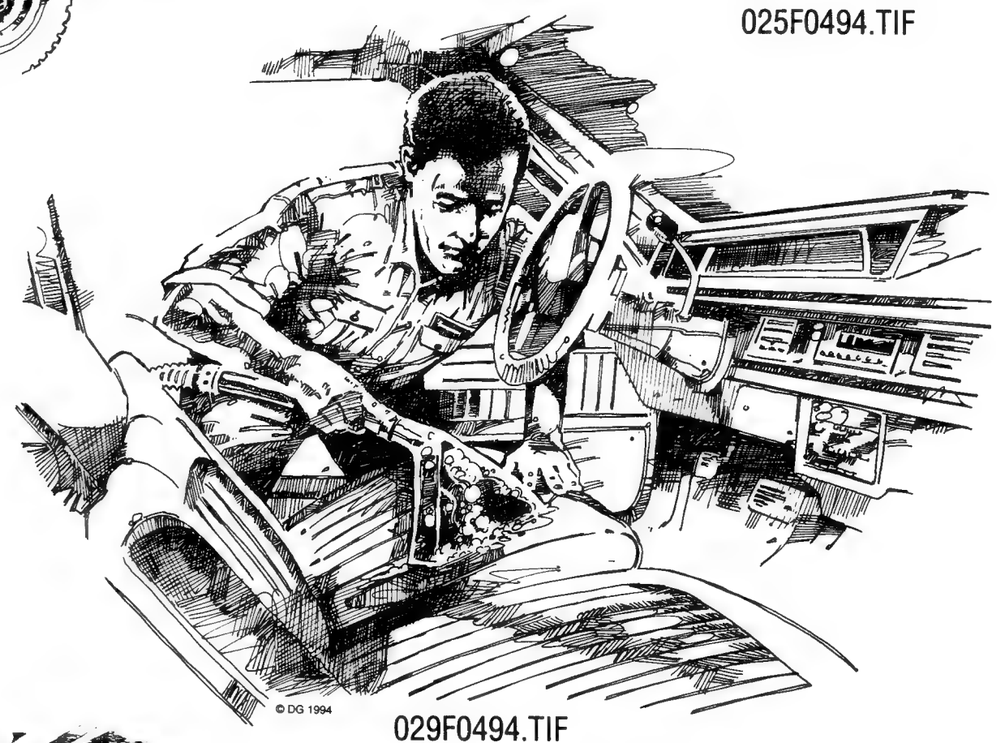

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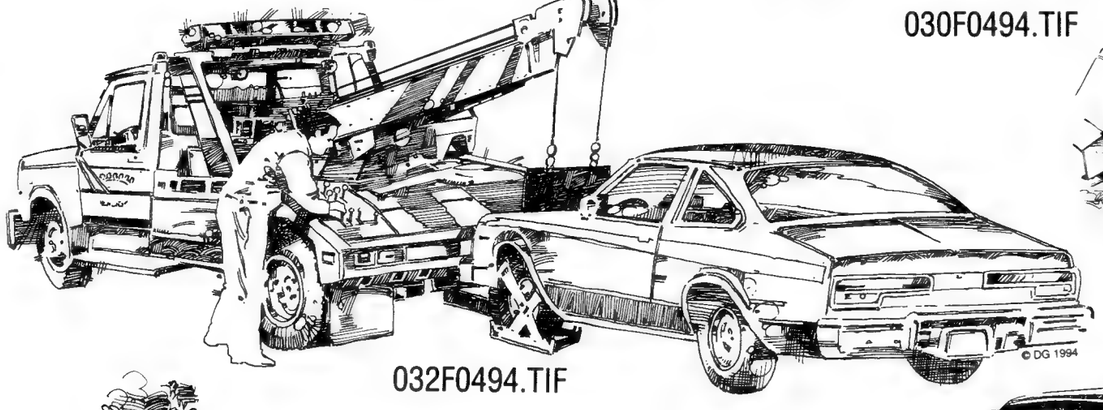

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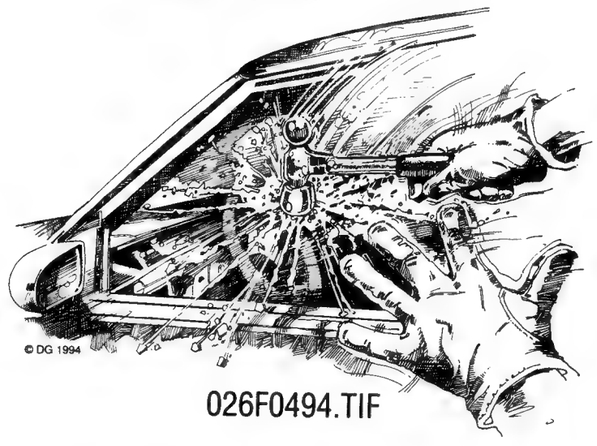

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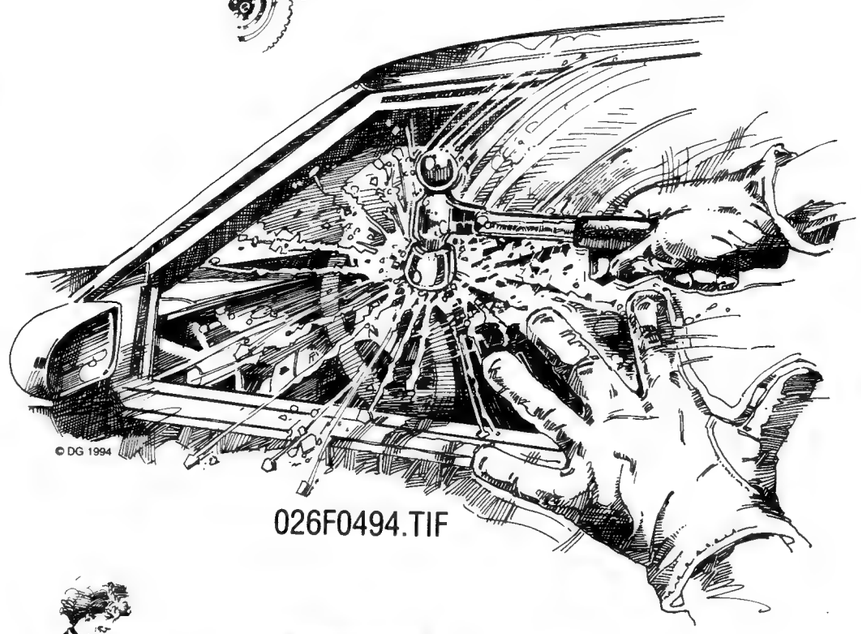

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Satisfy Your Appetite For Travel

Hungry for adventure? Then try one of our affordable, all-inclusive vacation packages.

CANCUN
Stay at the Club Calista for five nights for only $569 per person. Three meals daily, all drinks, daily group activities, nightly entertainment, and gratuities.

COZUMEL
Stay at the Hotel Hacienda for five nights for only $539. Breakfast, lunch, and dinner daily, all drinks and snacks, scuba clinic, snorkeling, four lighted tennis courts, entertainment, and gratuities.

MAZATLAN
Stay at the Grand Hotel for four nights for only $549. Buffet breakfast and lunch, buffet or à la carte dinner, all drinks, windsurfing, water-skiing, nightly entertainment, theme nights, and gratuities.

MERIDA
Stay at the Beach House for five nights for $699 per person. All meals, drinks, daily activities, and gratuities.

Ambrose Travel
1207 Pinter • Monday-Friday 9 to 6, Saturday 9 to Noon • Call 555-2323

Sound FISHY?

If a deal sounds too good to be true, then it probably is. Play it safe. Call us before you get hooked.

Consumer Action Network
(311) 555-2121

START YOUR

day
OFF RIGHT

Get the latest news delivered right to your door every morning. Call 555-7549 to subscribe.

The Daily Argus

Here's A Real **TREAT**

2 for 1 ne

Video Rental

Every Tuesday during the month of April.

Hometown Video
201 Oak • M-S 9-9 • 555-2941

LOOK at *this!*

All Sugarless Candy	20% off
Annie Fay Chocolates	15% off
Rock Candy	30% off
Salt Water Taffy	20% off
7 in. Pillar Candles	25% off
Blensco Figurines	25% off
1995 Calendars	10% off
Wedding Photo Albums	15% off
All-Occasion Gift Wrap	20% off

Shop early for the best selection.
This sale ends Saturday.

Bloomfield Gifts
2103 West Hatfield Avenue

Tickle Your Ribs

See the hottest young comedians on the touring circuit every Thursday, Friday, and Saturday night at 7 p.m., 10 p.m., and midnight, or enter our Wednesday Night Amateur Comic Contest and you could win big bucks.

Funnybone Comedy Club
1621 Rush Street

That's a mouthful! Bear with sandwich reduced to 45% of original size, then sandwich made longer by cutting out a section, duplicating it several times, then piecing sections together so they match.

This Week's Specials

12 oz. box Graham Crackers $1.49

One Pound Tub Blue Ribbon Butter $1.65

24 oz. Loaf White Bread $1.19

1 Gallon Skim Milk $1.79

1/2 Gallon Freezie Ice Cream $1.95

Ben's Grocery
295 N. University

Did You **BITE** Off

More Than You Could Chew?

We can help you out of that tight spot with quick turnaround times and quality printing available 24 hours a day!

1010 6th Street **Speedy Copy** Call 555-COPY

We're Offering The Perfect Combination

Get a full-service fill up and get a Free Car Wash

Present this ad when we fill up your tank with high-quality gasoline, and you get a free trip through our brushless car wash. Offer expires 4/30/94.

BOB'S ECONOMY SERVICE STATION
201 South Main Street • Open 24 Hours

SINK **Your Teeth Into This**

Monday • Prime Rib Sandwich Served Au Jus on a kaiser roll, w/home fries	$6.95
Tuesday • Fried Chicken Beer batter, served w/home fries, cole slaw	$5.45
Wednesday • Pork Tenderloin Breaded, deep fried, on kaiser roll, w/cole slaw	$6.90
Thursday • Catfish Deep fried, w/choice of potato, salad, crusty bread	$6.95

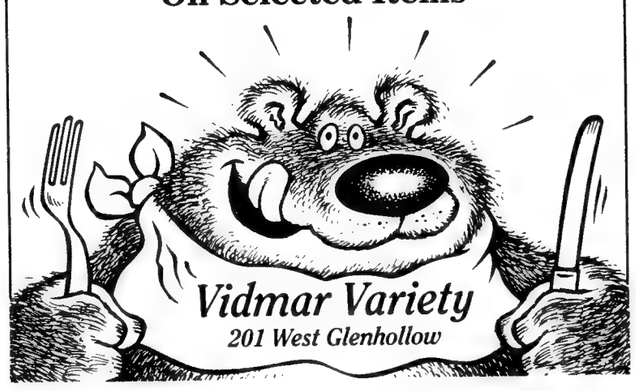
Try one of these delicious Weekday Specials

Ye Olde Towne Pub
16 Manchester Avenue

Hungry For A Good Deal?

Then come shop with us this Saturday from 9 a.m. to 9 p.m. and

Save Up To 25%
On Selected Items



Vidmar Variety
201 West Glenhollow

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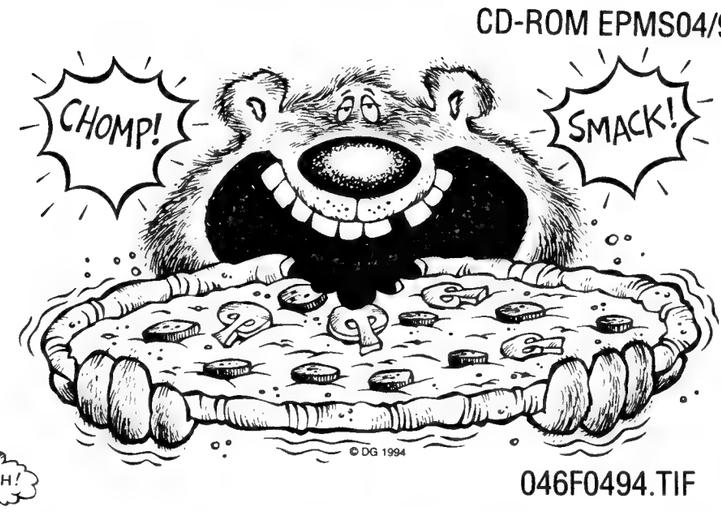

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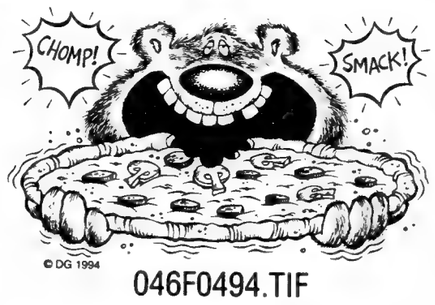

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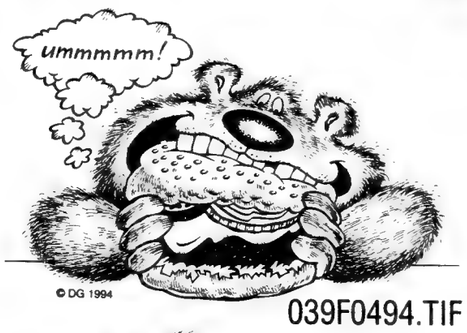

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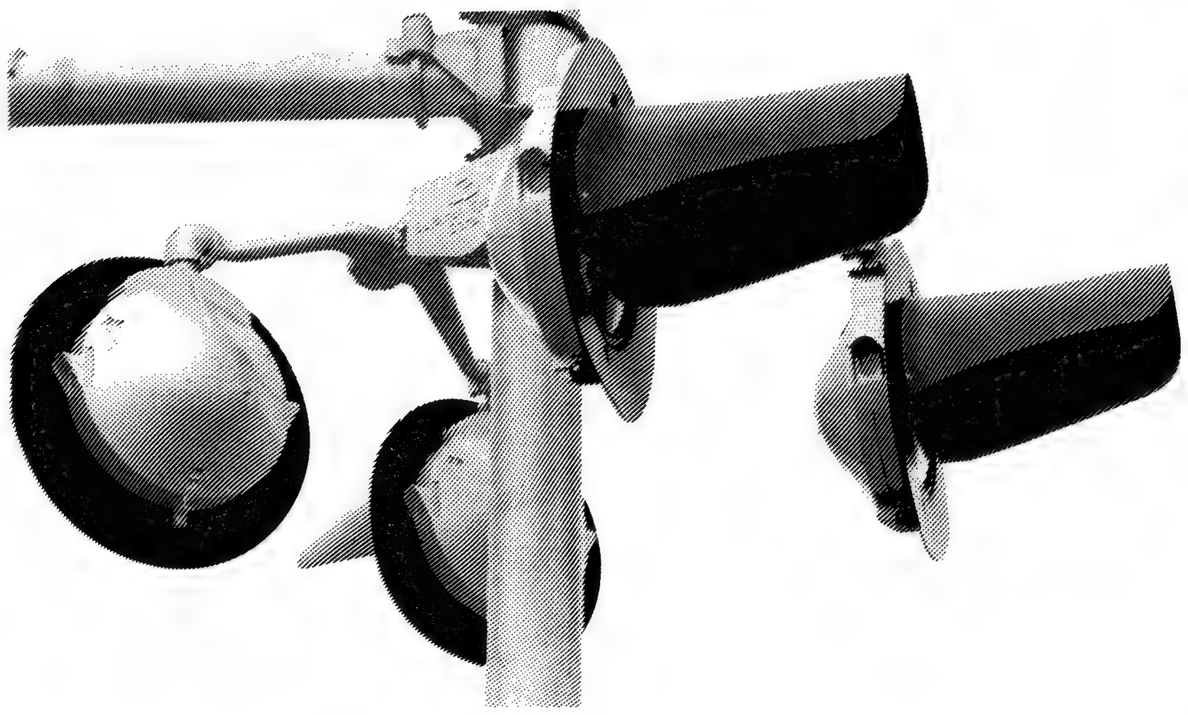
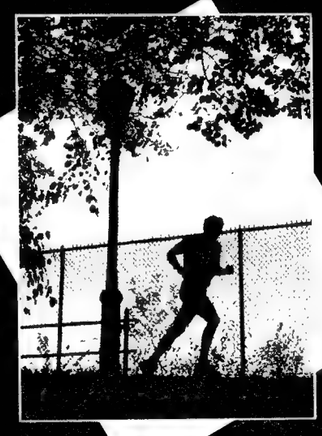
STOP & LOOK



Shop here first, or you'll pay too much! We offer the brand names you want at up to 50% off the retail price – everyday! From toiletries, to electronics, to home accessories, you'll find it all right here!

Vogler's Discount Mart
1611 N. Sheridan ▪ Open Mon.-Sat. from 9-9

GO THE DISTANCE



with
1ST FINANCIAL BANK

We have the staying power you can count on, now and in the future. Call our business loan department at 555-3421 or visit us at 1725 East Main!

Droplets June 92 Clipper

PRICES ARE FALLING

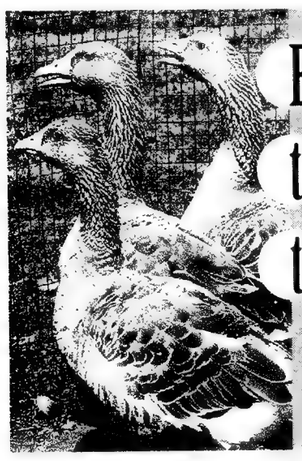
At The Big Spring Sale, this Friday, Saturday, and Sunday from 9 a.m.-10 p.m.

Bergen's
PINEWOOD PLAZA

TAKE A PEEK!

New summer styles
are arriving daily.
Come check out hot
fashion trends for
the whole family.

FAMOUS PLACE
SOUTHWOODS MALL



Experienced travelers know the place to go!

Warner Travel, Inc.
523 S. Oak • 555-3258

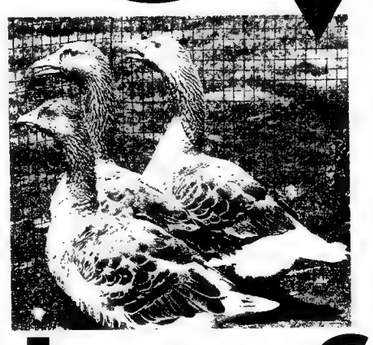
Clouds Aug. 92 Clipper

Sun Nov. 92 Clipper

Wondering "weather" or not to go ahead with your picnic plans? Watch the nightly forecast on

WTNE Channel 25

Follow



To the 12-Hour Sale at Bloomington's!

Saturday, April 16, 9 a.m. to 9 p.m.

736 Pinewood • Davidson Plaza

the flock!

Discover what's new for children of all ages!

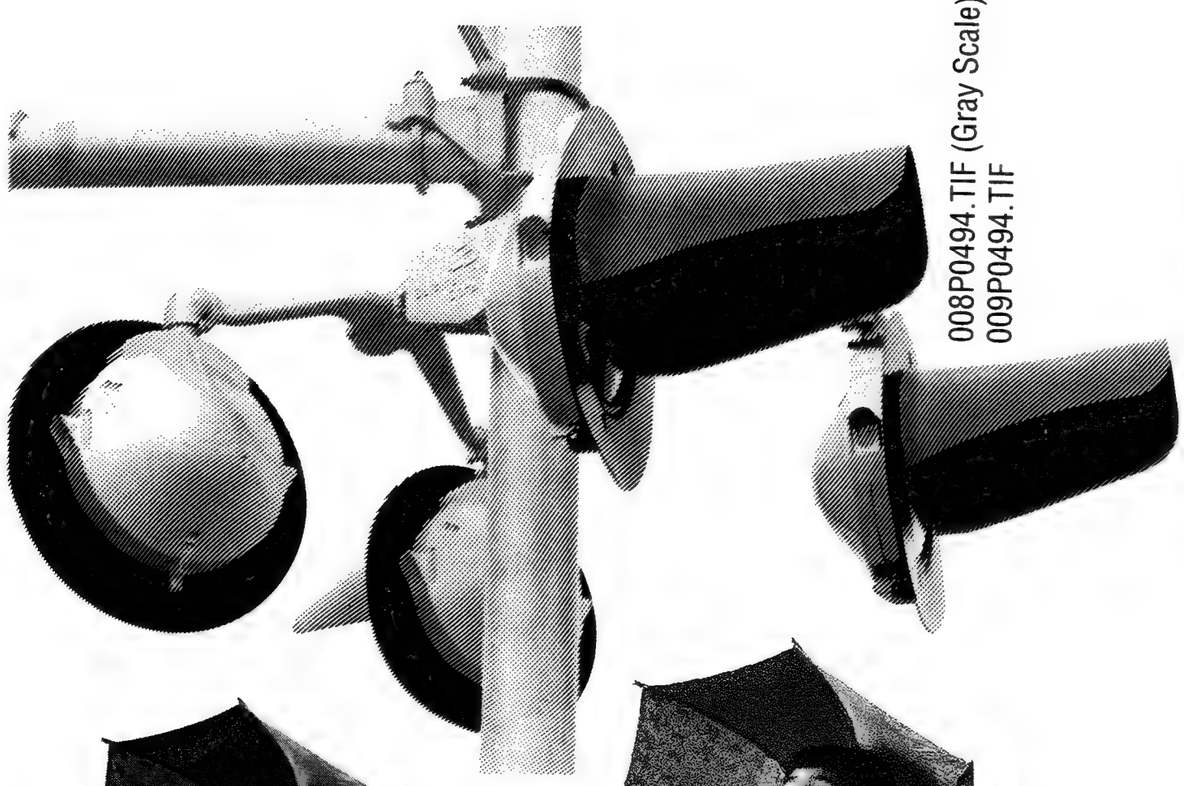
Our new kid's section has books for everyone!

Books 'N' Things
UPPER LEVEL
SOUTHWOODS MALL

MAKE BIG STRIDES

Just keeping up with the competition isn't enough these days. To stay ahead of the pack, you need the latest in computer equipment and software, as well as service you can count on to make sure your equipment stays up and running. You need us.

Computer Systems, Inc. • 266 Prospect Ave. • 555-9385



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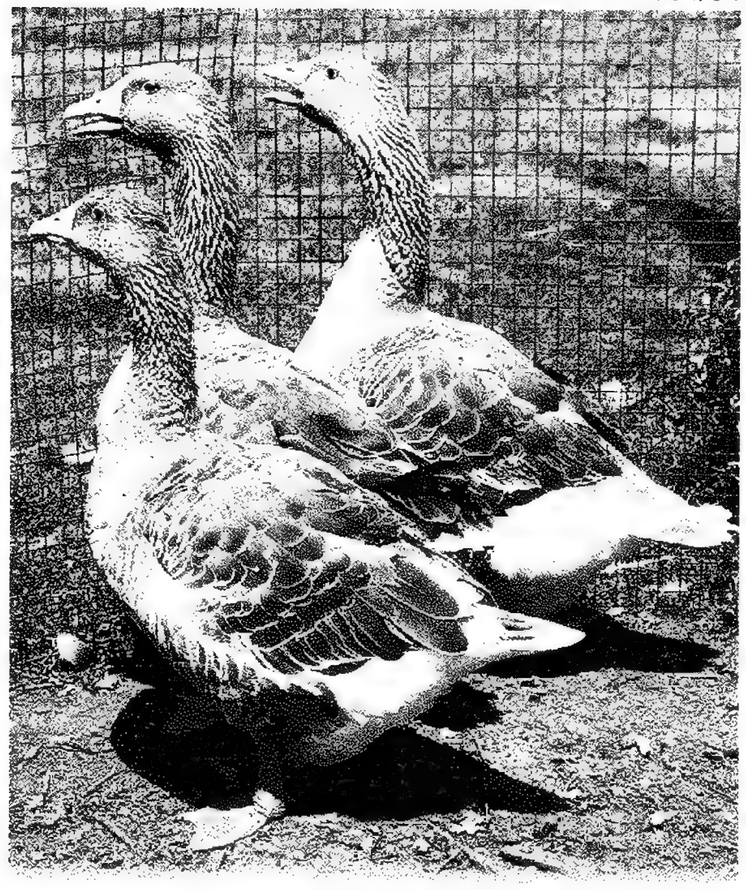

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SHOOT AS LINE ART.

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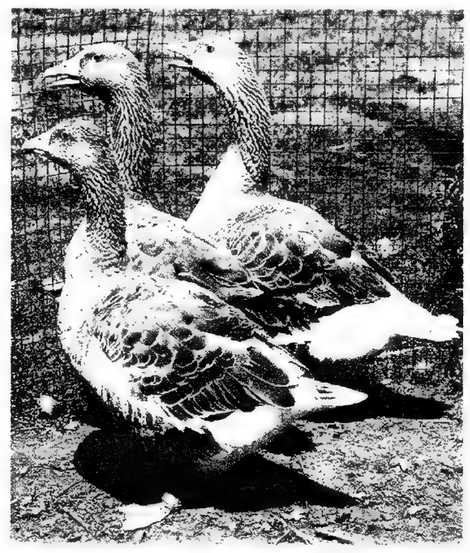

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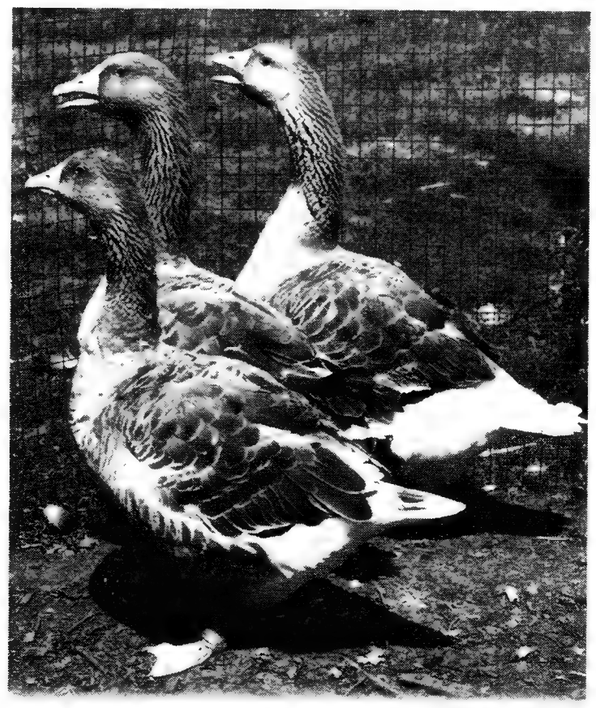

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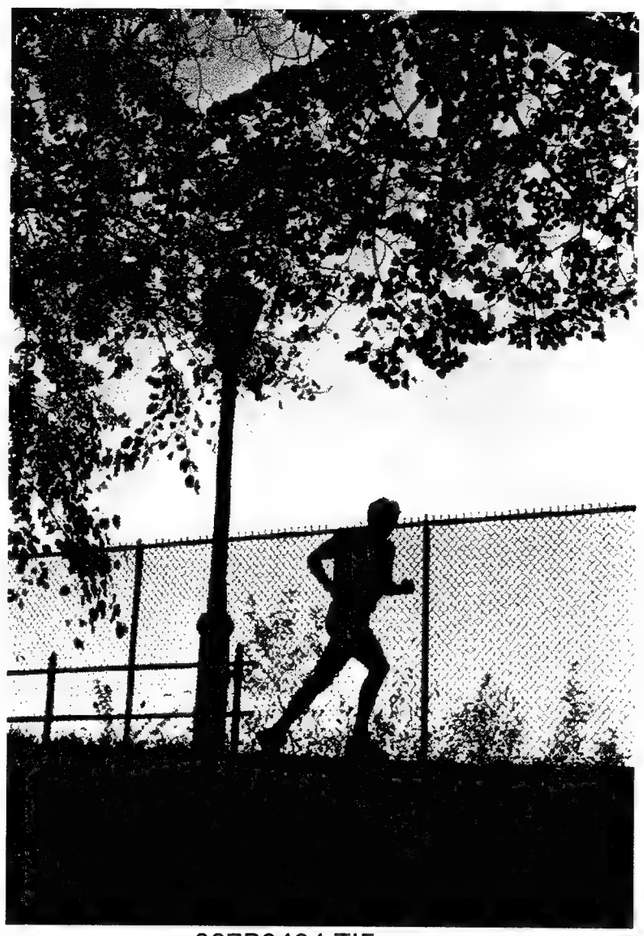

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Celebrate here after the big game!

No matter what game you play, you're always a big winner with our special team discounts.

Bring the whole gang in for food and fun after the game and get 10% off any menu item. Remember to wear your uniforms!

Pitcher of Draft Beer or Your Choice Soda **$3.99**

O'Connell's Bar and Grill

8088 North St. • Open Mon.-Sat from 11 p.m. to 1 a.m.

Graphic embellishments July 93 Clipper

Looking For a New Flame?

Placing an ad in the Personals makes it easy to meet people who share your interests.

Place your ad today. Call the Daily News at

1-311-555-4700

Take a hike.

Find a hideaway.

Get a loan. Call 555-6789.

MidCentral Credit Union

6759 Lincoln Avenue and 2679 West Archer

---

a sure cure for

SPRING FEVER

Get a free makeover with any permanent or coloring. Please call for an appointment. Offer good through April 30th, 1994.

Gala Beauty Salon

1311 N. Fell St. • 555-7866

"Spring Fever" Jan. 93 Clipper

Make A Splash!

Look your best this season in designer sport and casual wear. We've got the latest designs, all the new spring colors, plus shoes and accessories, and much more.

25% Off Selected Brands of Sportswear

CHRISTINA'S FASHION FINDS

707 Osage St. • Open Mon.-Sat. 10 to 7

Spring IS IN THE AIR

Your home can look fresh for spring inside and out! Call today for a free estimate.

Quality Painting

478 Wilson • Call 555-9087

Headline Mar. 88 Print Media Service

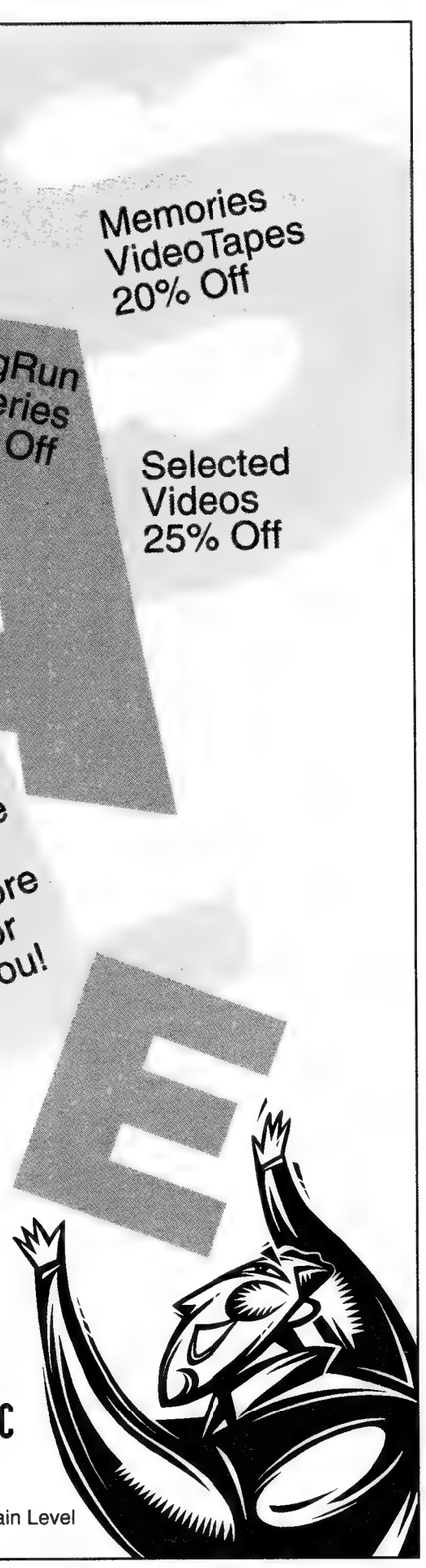
10% Off All CDs In Stock

Memories VideoTapes 20% Off

LongRun Batteries 20% Off

Selected Videos 25% Off

And Lots More In Store For You!



Jake's Music Emporium

Northland Mall • Main Level

LIMITED TIME *Offer*

Pool memberships half price until April 30. It's a whole summer of cool fun for the entire family!

Alton Recreation Center

6759 Lincoln Avenue

If you can dream it, we can build it.

Your dream home can become a reality! Our experts will work with you to make sure your house will perfectly suit your needs.

JOHN DUFFY & SONS

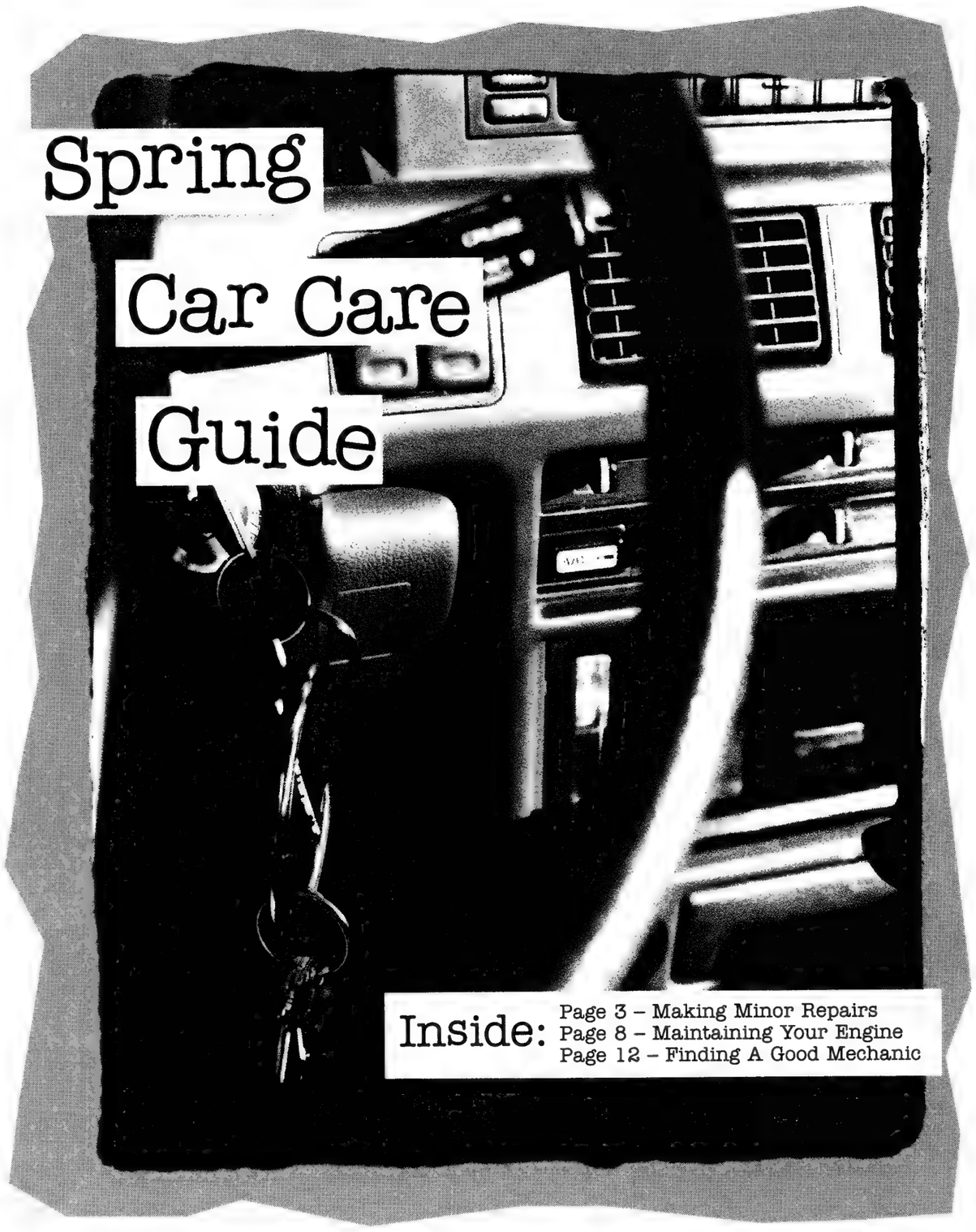
Custom Builders & Developers

110 West Mitchell Street

Call 555-9876

Supplement to The Daily Journal • Sunday, April 10, 1994

Spring Car Care Guide



Inside:

Page 3 – Making Minor Repairs
Page 8 – Maintaining Your Engine
Page 12 – Finding A Good Mechanic

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COLOR PLATE

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Great Outdoors SALE

Great Outdoors SALE

We're Branching Out

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Save time, **save money**

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SaVINGs by tHe TRuCkLoad

JUNGLE FEVER

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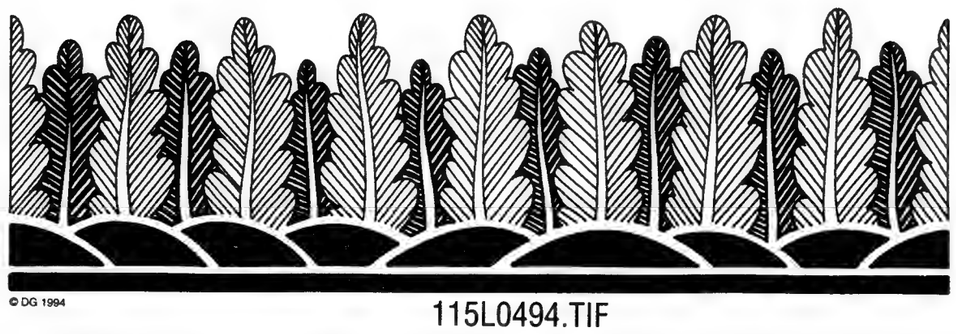

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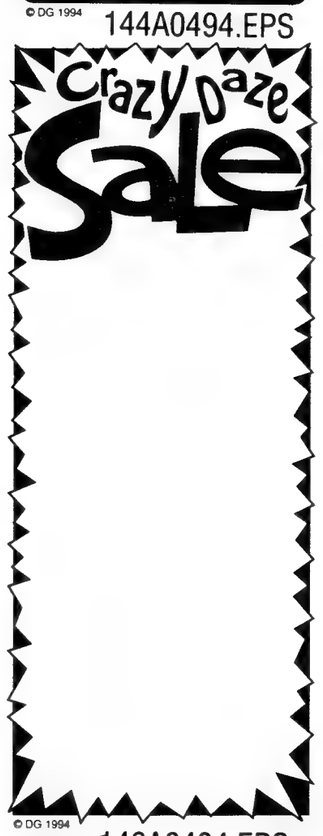

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Did You
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More Than You Could Chew?
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Bargain!
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Penny PINCHING Prices
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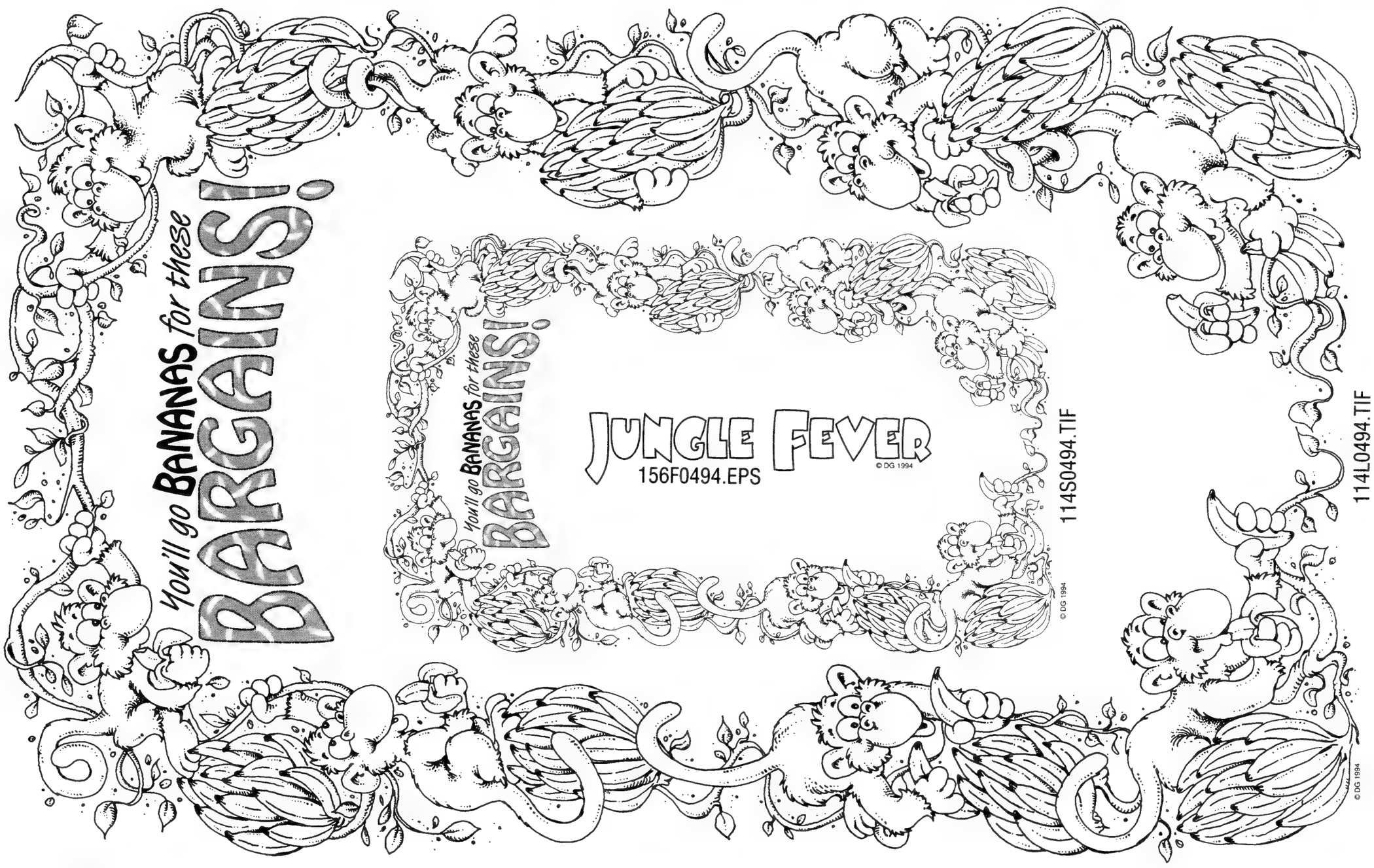

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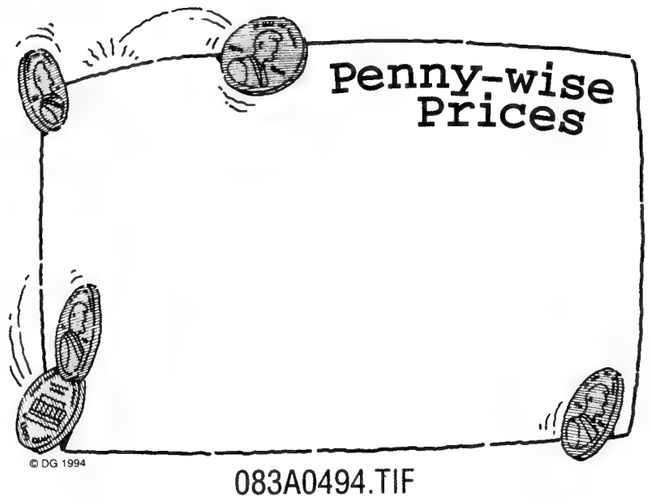
Penny PINCHING Prices

Penny-wise Prices



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Valuable Coupon — Valuable Coupon

Buy one, get another for a Penny!

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Clip 'n' Save

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Tell them how special they are ...

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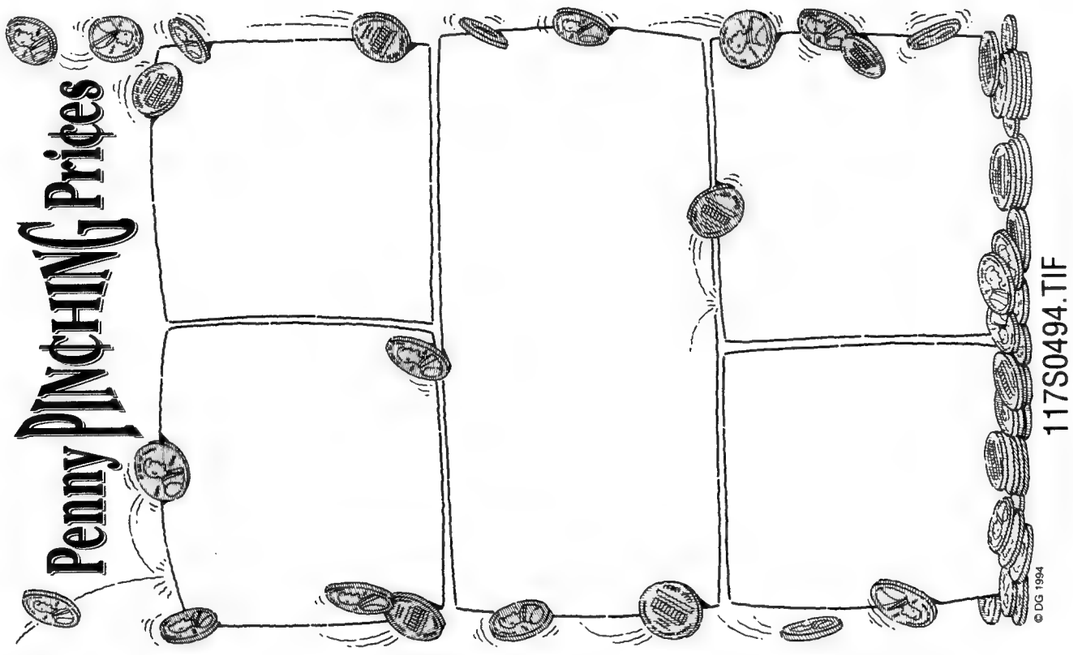
Start training today for a new career



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Leading the Pack in **Savings**

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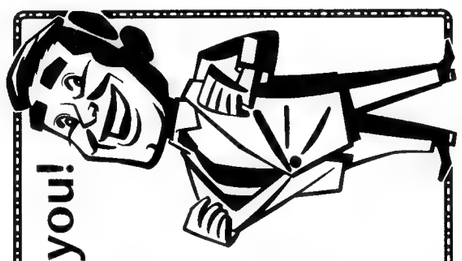
Let's Get Camping!



Proud to serve you!

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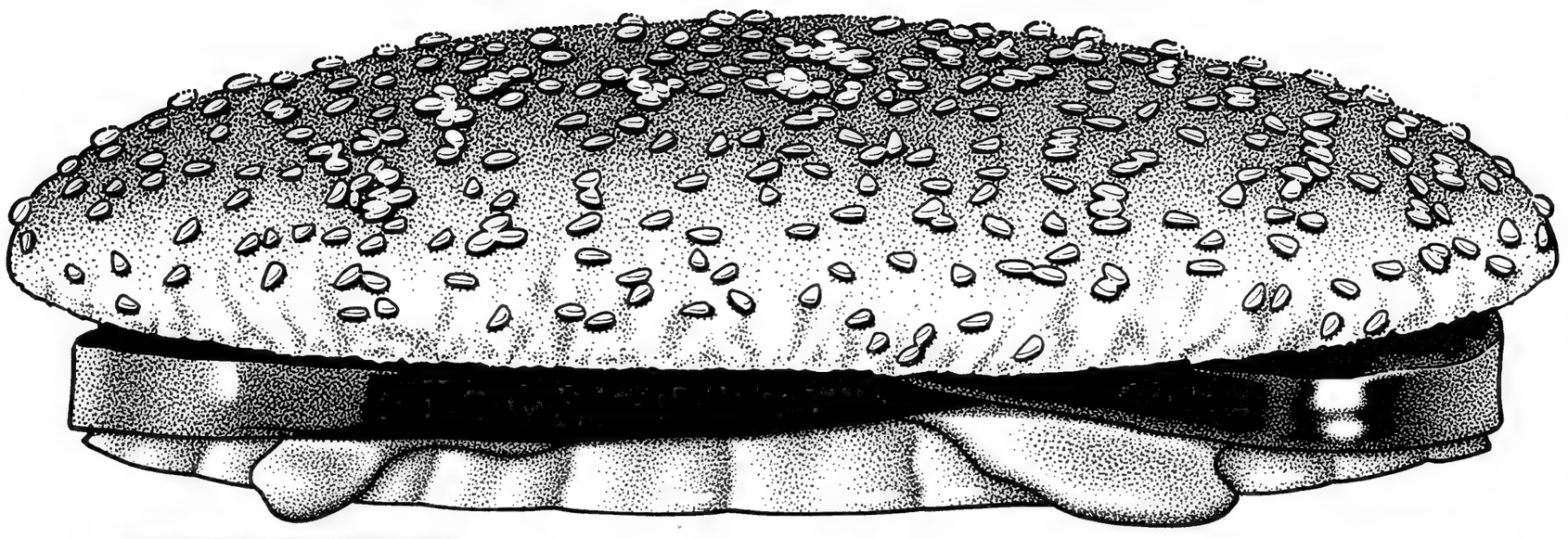
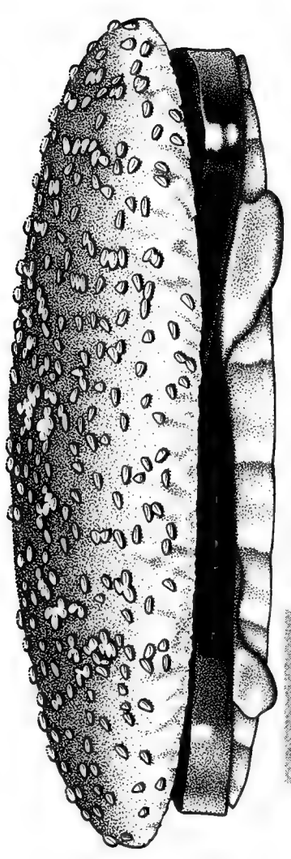
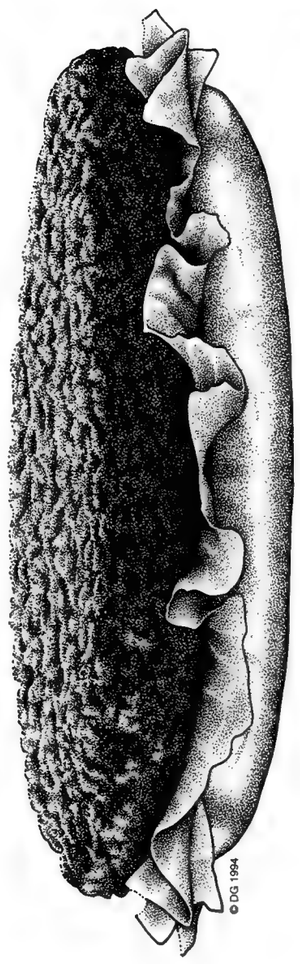


your COOKOUT headquarters

158F0494.TIF

your COOKOUT headquarters





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112F0494.EPS

your COOKOUT headquarters

Did You **BITE** off More Than You Could Chew?

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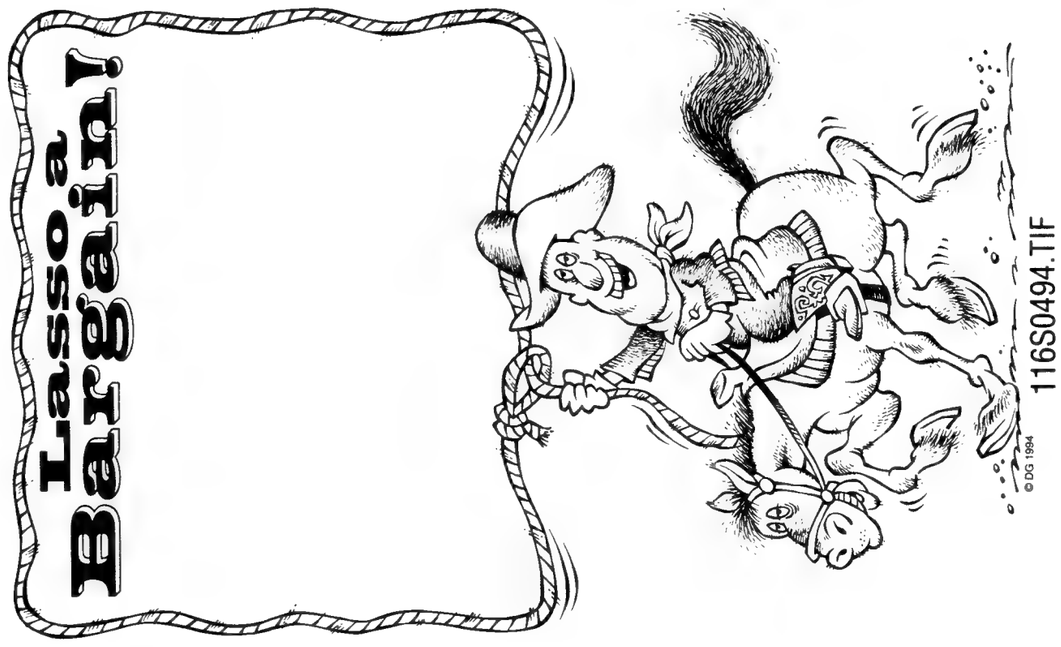

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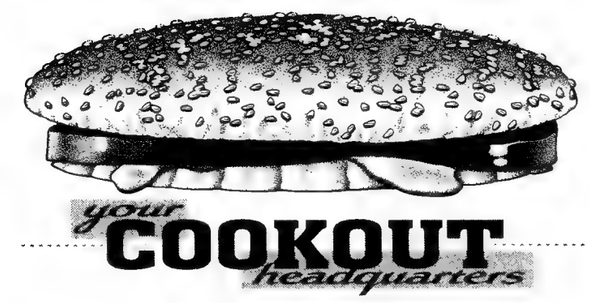
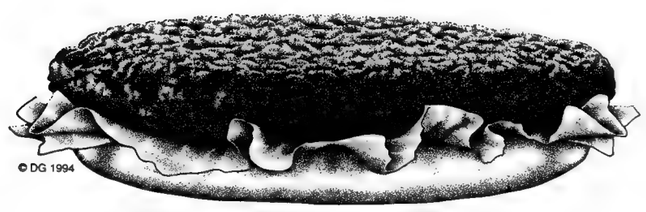


your COOKOUT headquarters



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You'll go **BANANAS** for these **BARGAINS!**

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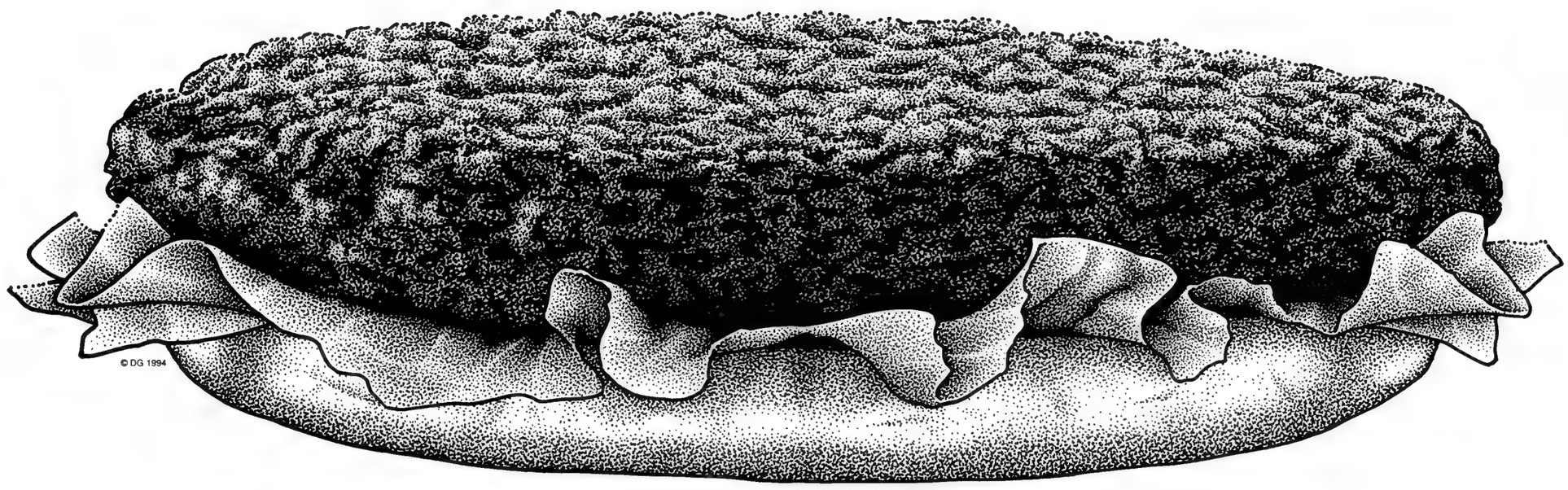

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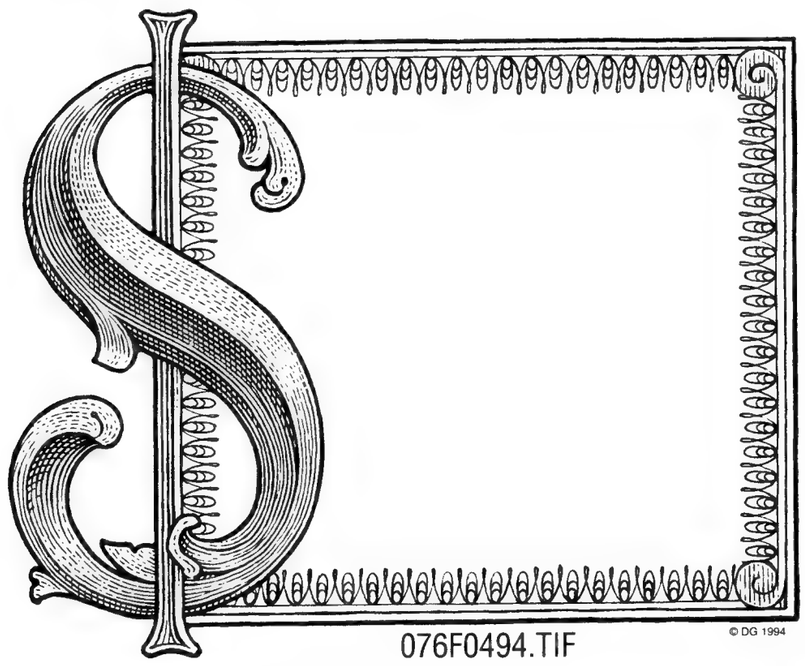

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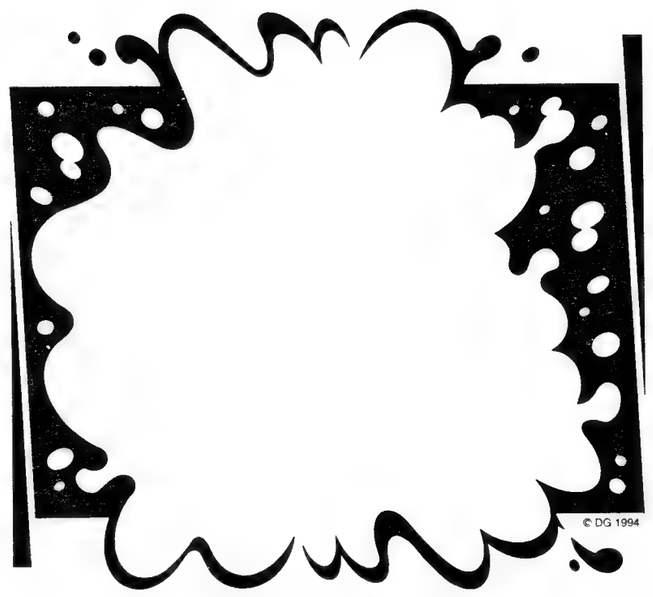

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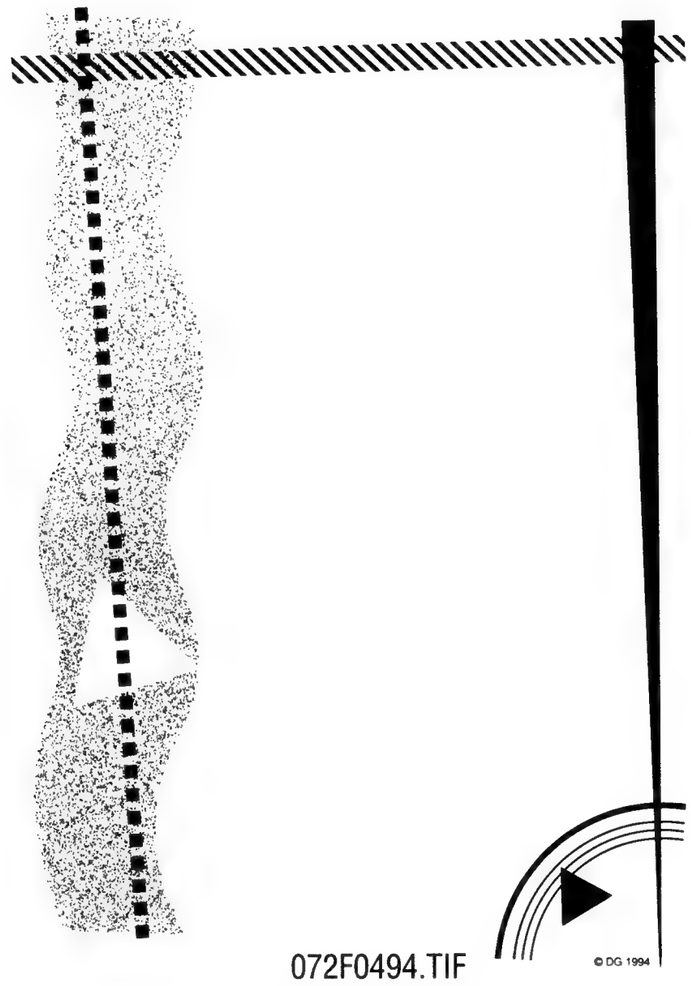

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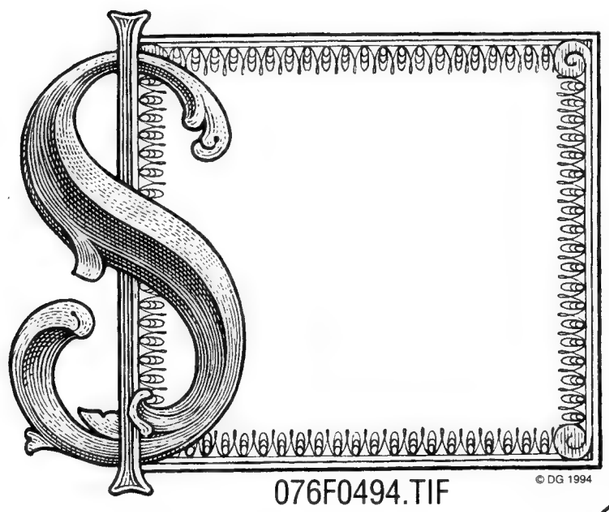

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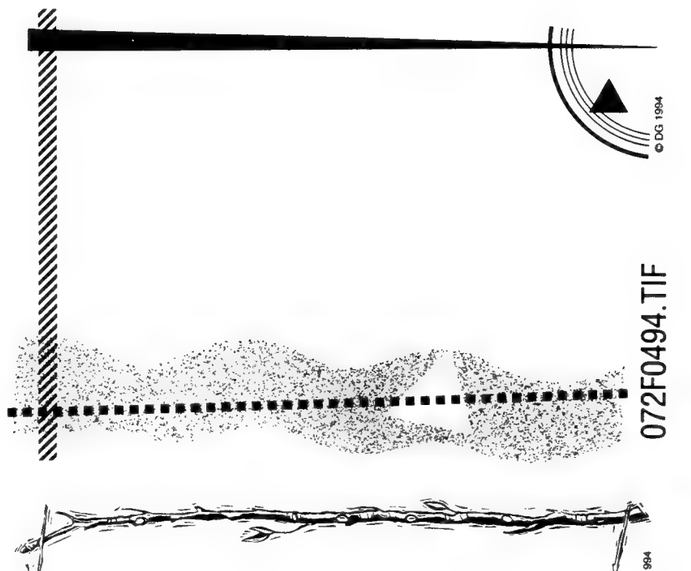

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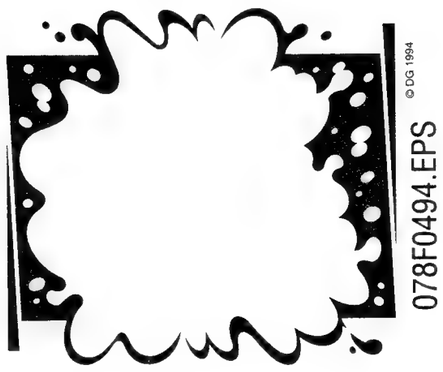

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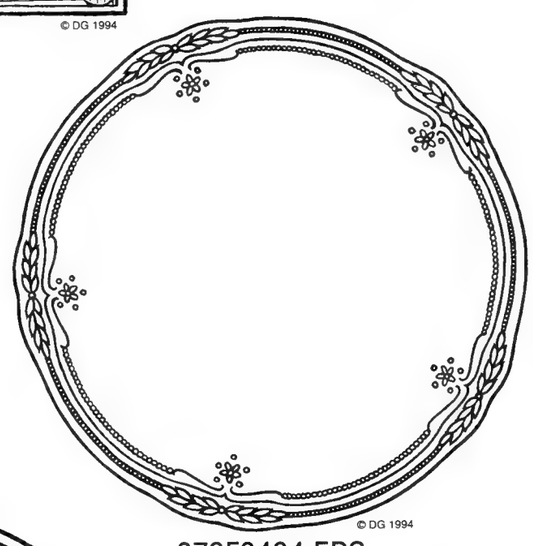

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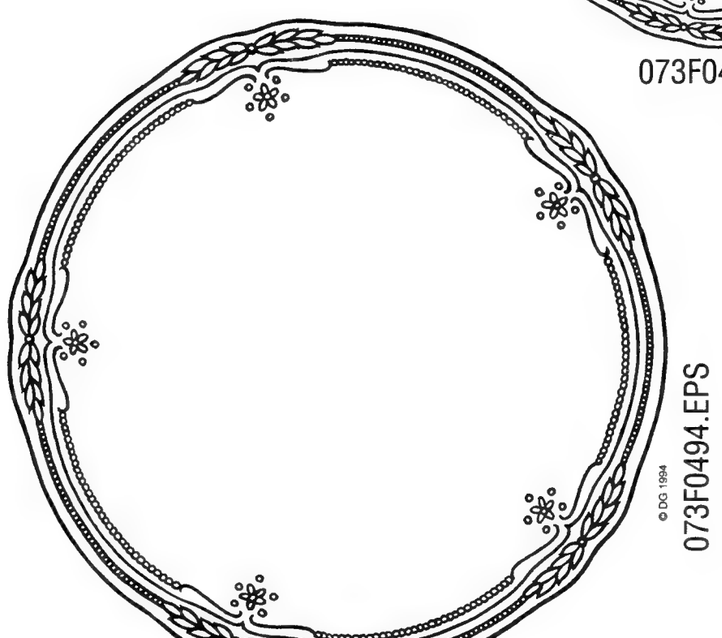

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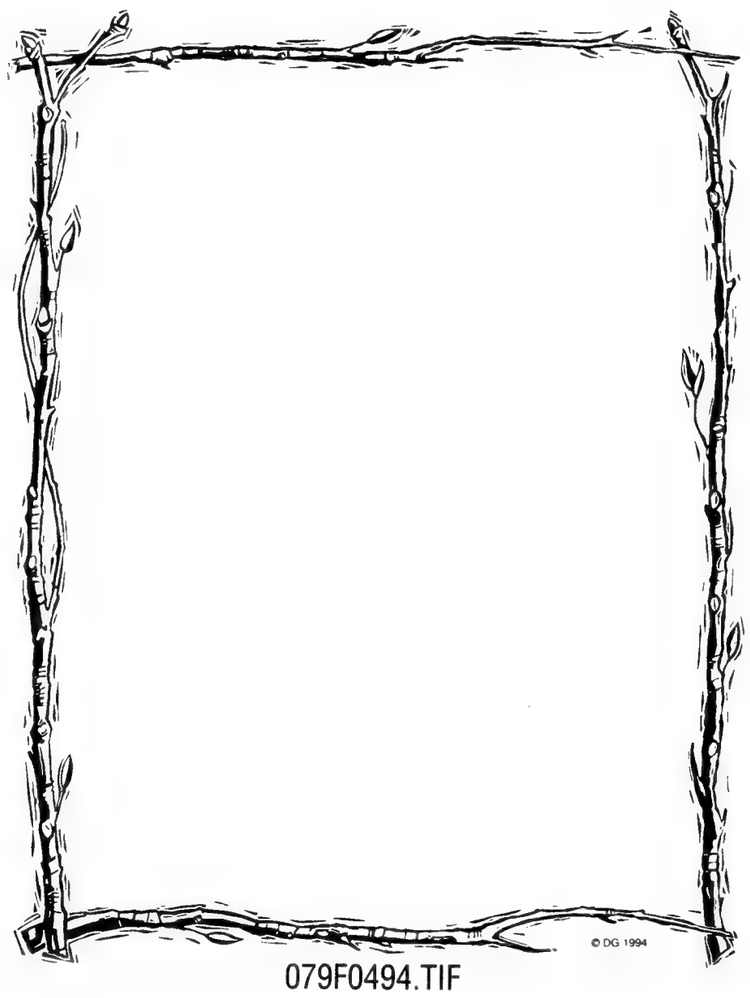

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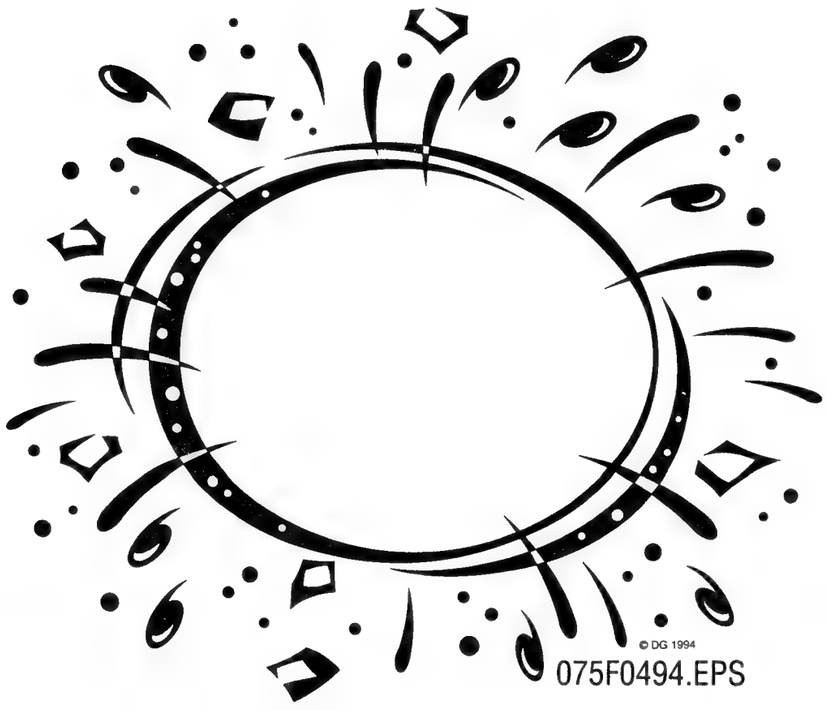

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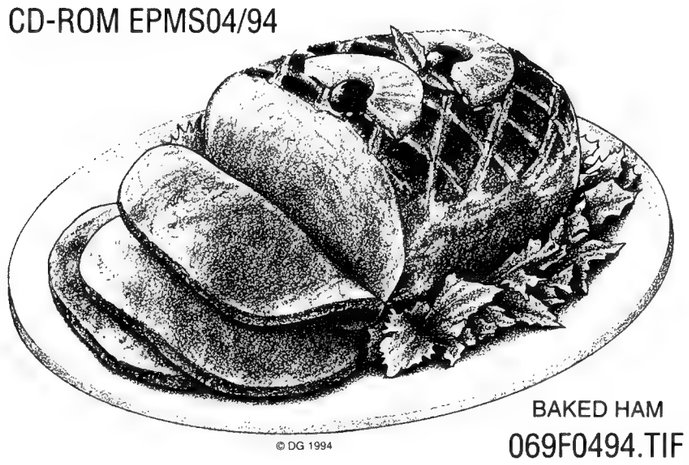

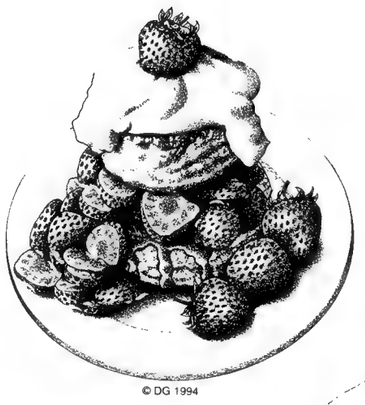

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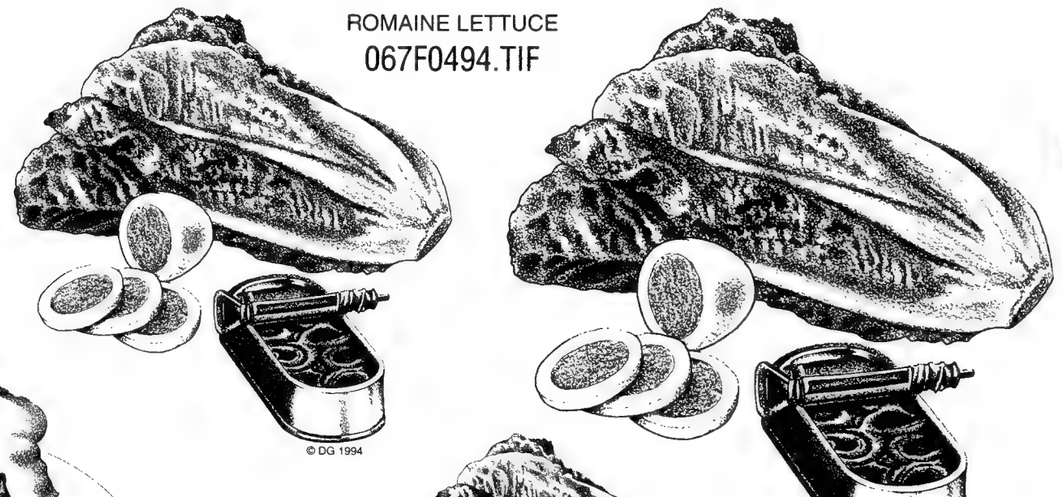

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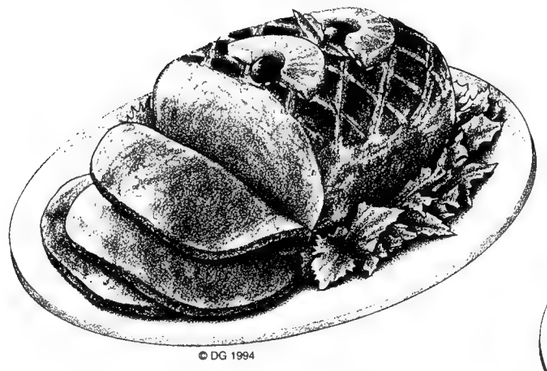

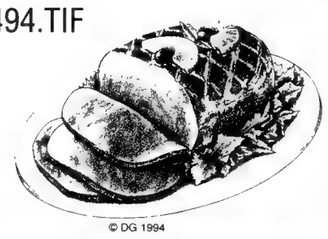

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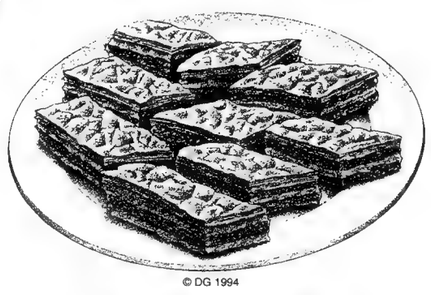

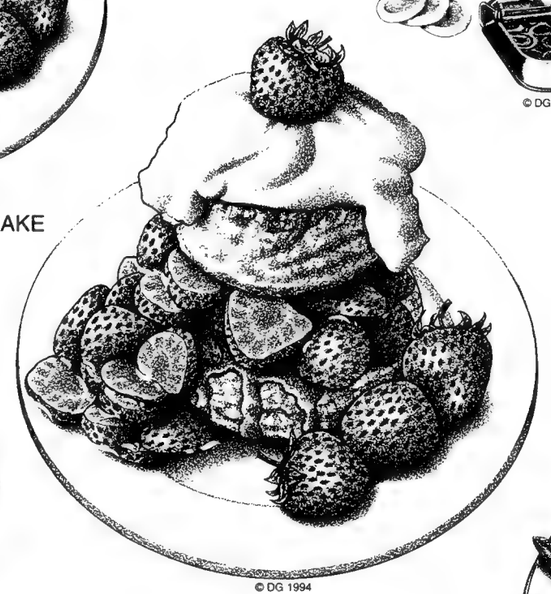

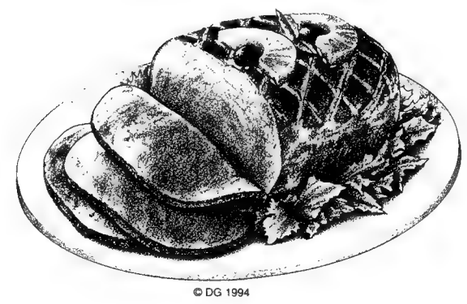

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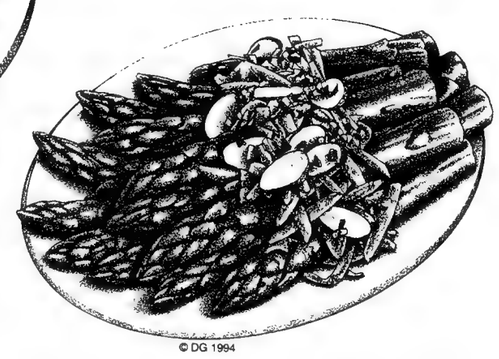

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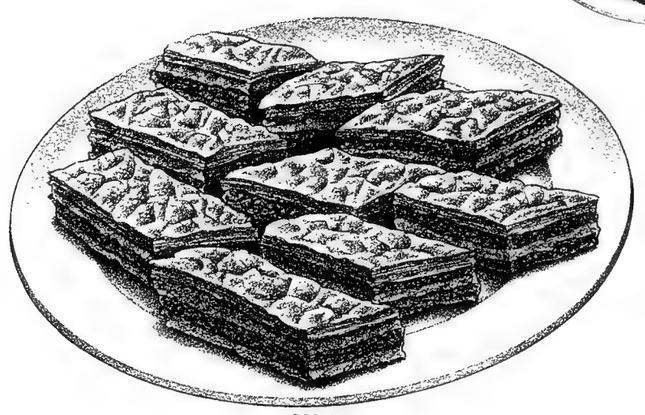

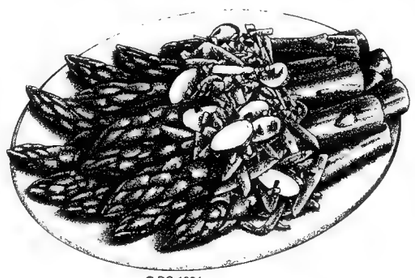

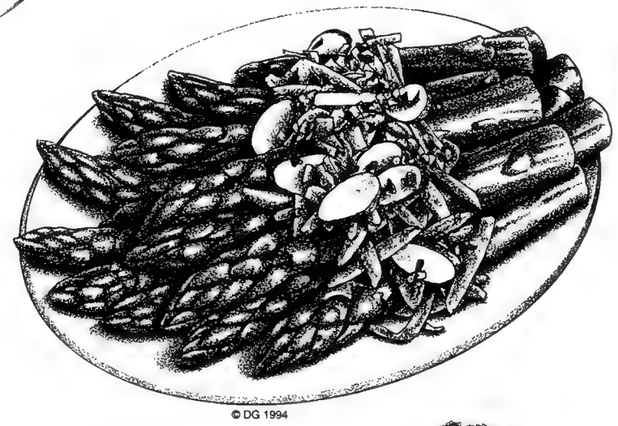

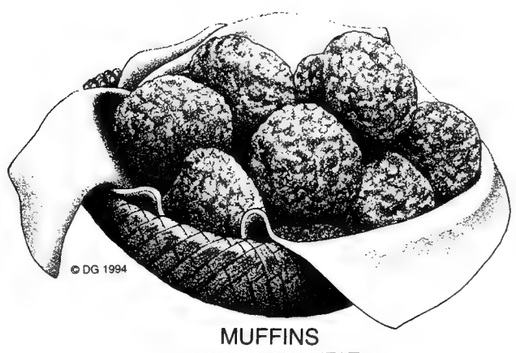

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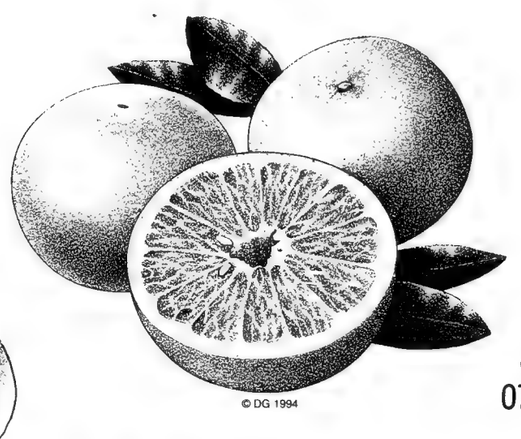

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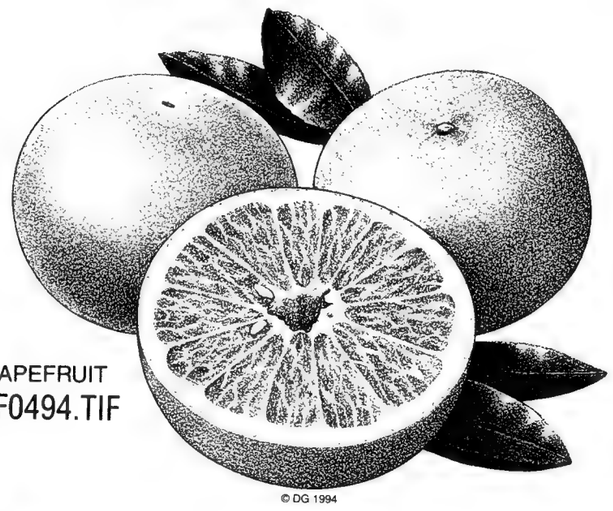

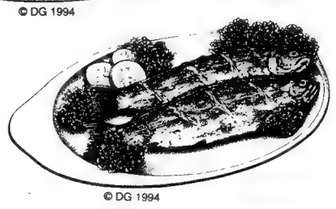

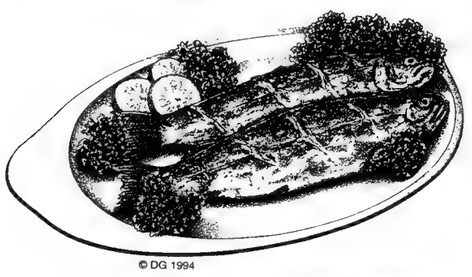

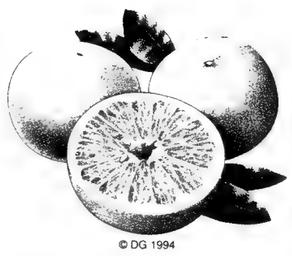

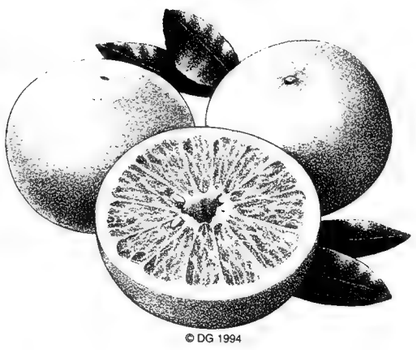

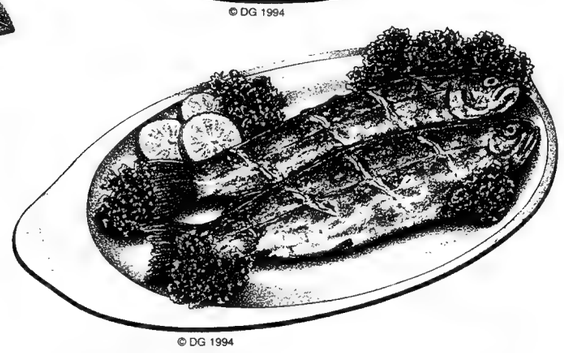

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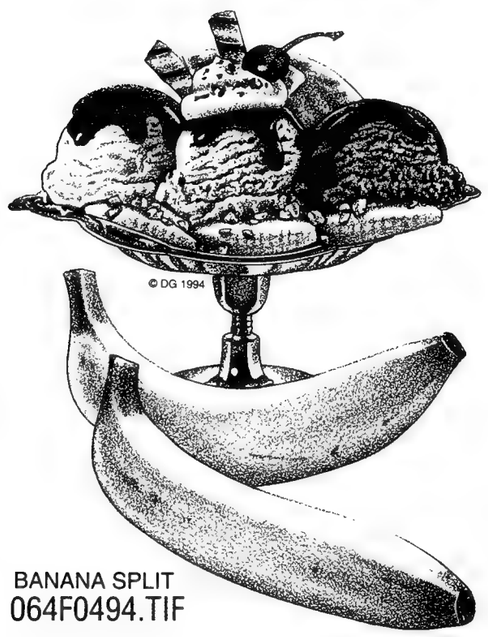

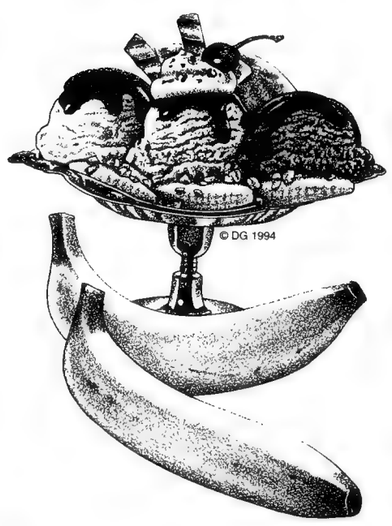

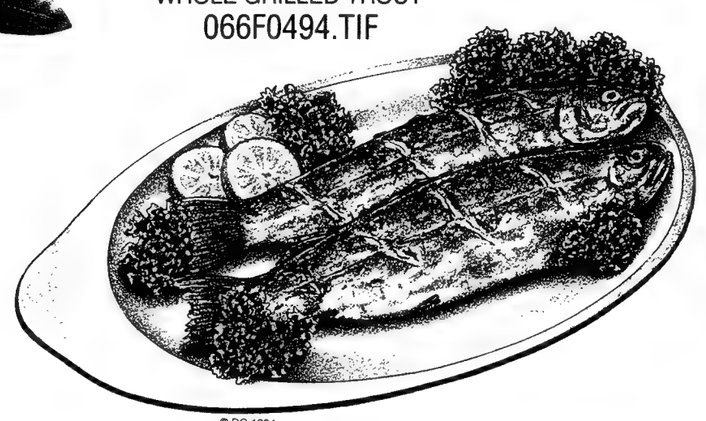

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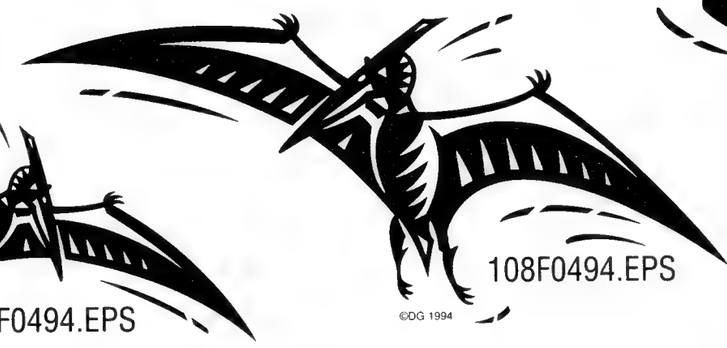

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BUSINESS & COMMERCE

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093F0494.TIF

PET STORE

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FAST FOOD DRIVE-THROUGH

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WEDDING CAKE SUPPLIERS

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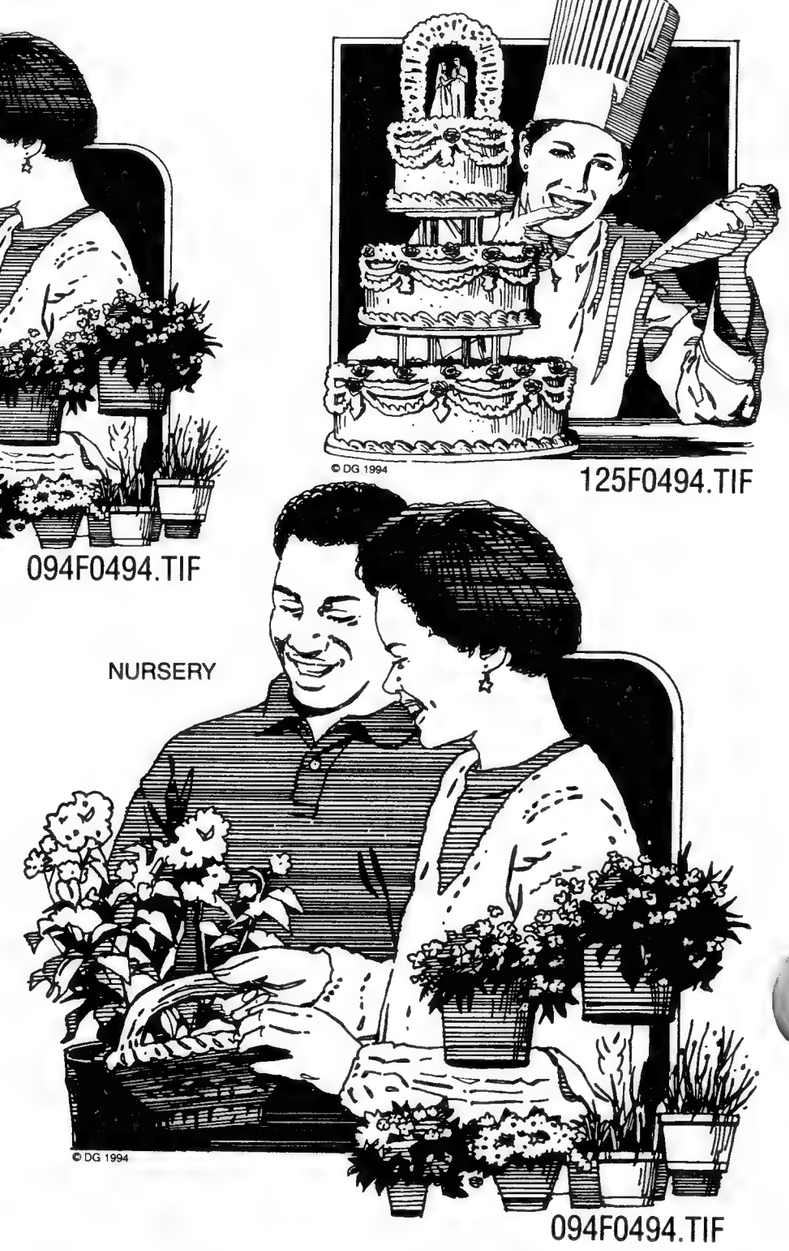

NURSERY

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IN-GROUND POOL INSTALLATION

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EXTERMINATOR

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Shown below is the full color proof of the color separations appearing on pages 27 and 28.

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001C0494.EPS (Color Separated)

• RED PLATE

• YELLOW PLATE

This Print Media Service 4-color separation is camera ready. Full-color proof is shown on Page 26. To achieve full color, print the red plate in process magenta, the yellow plate in process yellow, the blue plate in process cyan, and the black plate in black. All printers are separated in 85-line screen.

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1. You must be a current *PMS* subscriber and your entry must include some *PMS* art.

2. Use the coupons below to enter as often as you wish. Please attach one to each entry and fill them out completely. Include comments explaining techniques, purpose, and other relevant information.

3. Please do not use staples or fold your entry. We also ask that newspaper entries not be mounted.

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CITY ..... STATE ..... ZIP .....

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TITLE .....

COMPANY NAME .....

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PMS ART FROM ..... (MONTH) ..... (YEAR) ..... (PAGE NO.)

REMARKS .....

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TITLE .....

COMPANY NAME .....

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PMS ART FROM ..... (MONTH) ..... (YEAR) ..... (PAGE NO.)

REMARKS .....

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